



Attachment 01

(Description of the Action)

Multi programmes for co-financing of information and promotion measures implemented in the internal market or in third countries

BIOrganicLifestyle.EU

BIOLS.EU - 825786



PART B

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1. Action objectives

BIOLS.UE has defined SMART¹ objectives based on the insights of the previous analysis. The objectives reported below are defined both in qualitative and quantitative terms.

The main objective is to increase the competitiveness of European products registered under the Organic Union Quality scheme. The specific objectives of the campaign are the following, by order of priority (the quantified objectives show the impact reached in the final year of the period of the program):

1	Enhance the competitiveness of Products with European organic logo by increasing awareness of consumers and trade
2	Enhance the consumption of European products registered under the Organic Union Quality scheme, increasing market share in internal Member State
3	Increase the awareness and the level of recognition of European organic LOGO associated with the Union quality scheme and its standards

1. Enhance the competitiveness of Products with European organic logo by increasing awareness of consumers and trade about them and raising their profile in the selected countries (as Italy, France and Germany) and all over the European territories, improving the indicators in consumer surveys of 1) Europe as a great producer of organic product and 2) evaluation as a certified product. Provide complete information on the content and operation of the Union system of organic farming and the Union certification scheme;

Europe as one of the main organic – producers in the world:

- Indicator: % of regular organic consumers (once per month or more) that mention EU members when asked about organic producing countries and know about European standards. Other indicators: participation in activities; satisfaction surveys; knowledge progress on questionnaires. The level of awareness about Europe it has been evaluate during past projects' experiences²
- Target group: Consumer, Trade (retailers and Ho.re.ca), influencers
- Target objectives: increase consumers' awareness about Europe and its organic production (the percentage is referred to consumers who have not yet known organic production methods). The starting point is based on BIOLS questionnaires³, reported below. It's important that reached people acquire a medium-high/high level about the awareness of organic production methods and European standards.

Organic products

Indicator: % average quality score of Products with European organic logo

- Target group: Consumer, Trade (retailers and Ho.re.ca), influencers
- Target objectives: starting from consumers' statistic of AgenceBio (France), Assobio (Italy) and Boelw (Germany), the project aim to increase the consumer awareness on

² Biorganic Lifestyle edited by Federbio. During the second year, Federbio has reported statistic data about the awareness of consumers about the European quality scheme on organic production.

¹ Specific, measurable, achievable, result-focused and time-bound

organic products at least 5% (for each year) more than the steady increase that all the statistic show (reported in the market analysis).

In the following, the actual figures about % of regular organic consumers

TARGET CONSUMER		BEFORE PROGRAM		
	%	n/milion	рсс	Market value 2016
none or rare consumption	36%	74.9	2.58	193.48
one or some monthly consumption	22%	45.3	15.50	702.46
at least once a week consumption	28%	59.5	67.18	3,997.27
almost daily consumption	15%	30.5	471.57	14,375.79
TOTAL	100%	210.17	91.68	19,269.00

2. Enhance the consumption of European products registered under the Organic Union Quality scheme, increasing market share in internal Member State that have the highest growth potential (as Germany, Italy and France), improving consumer trial and market share indicators. To consolidate the market share of EU organic products and encourage consumption through actions on retailers and restaurant owners and their associations as well as on end-users; to raise their profile inside the Union

Consumer trial share:

- Indicator: % participation in activities, % satisfaction surveys, % knowledge progress on questionnaires
- Target group: Consumer, Trade (retailers and Ho.re.ca), influencers
- Target objectives: to increase the awareness of German, French and Italian consumers from a medium level to a medium-high or high one (25%-50% more than the actual status). The aim of the program is to verify that at the end of the activities a "high" knowledge and information level is reached. In particular, this is crucial for operators/professionals that show a high potential in conveying and spreading the information and promotional messages of the project. To focus on organic professionals is a very strategic tool and this approach supports the sustainability of the proposal, above all in economic terms.

Market share:

- Indicator: % of sales, % of presence in retails, wholesales and health food stores, bakers and mail, % of consumption of Products with European organic logo.
- Target group: Consumer, Trade (retailers and Ho.re.ca), influencers
- Target objectives: target markets present a strong potential commercial growing. In the last few years, the market share increases at least of 10% every year. The program will allow to reaching a percentage of more than 15-20%. All of the target countries have organic products budget of more than 4,500 M €. Promotional and information activities will allow to organic food associations and producers to increase their market share in the selected countries and in Europe and make the sales of organic products grow of the defined percentage respect the previous years.

In the following, the actual figures about market value of internal consumption organic sector:

TARGET COUNTRIES	% avarage annual increase (3 years)	last market value of internal consumption for organic sector - (2016)	estimate market value of internal consumption for organic sector - (2017)	forecast market value of internal consumption for organic sector - (2018)
Germany*	3.8%	9,478	10,040	10,542
Italy**	5.0%	2,644	2,908	3,112
France***	4.2%	7,147	7,850	8,282
Estimate of TOTAL market value increase on target countries	4.1%	19,269	20,798	21,936

²⁰¹⁶ source FIBL - 2017 source BÖLW

3. Increase the awareness and the level of recognition of European organic logo associated with the Union quality scheme and its standards, affecting the indicators of awareness and market share of EU organic products producing in accordance with European Regulation on organic production. To improve awareness among consumers of the labelling, including the European BIOlogo and provide comprehensive information and broaden awareness of the benefits of organic farming, with particular reference to environmental protection to animal welfare, maintenance of the countryside and development of rural areas. It is important to underline that in the case of Germany and France, statistic figures detect that German and French consumers know better their national logo (AB and Bio-Siegel) than the European one. The aim of the project is to increase the awareness of European Bio logo and not just the internal one, because all of European consumers have to know it and recognize it all over the Europe.

The project wishes to promote knowledge of quality requirements, sustainable and nutritional products from organic farming;

Awareness:

- Indicator: % of regular organic products consumers who can identify EU organic logo and organic production.
- Target group: Consumer and trade
- Target objectives: The project aims to increase the awareness of German, French and Italian consumers from a medium level to a medium-high or high one, starting from the statistic figures expressed both in BIOLS questionnaires and in AgenceBio, Assobio and Boewl figures. The aim of the program is to verify that at the end of the activities a "high" knowledge and information level is attained. In particular, this is crucial for operators/professionals that show a high potential in conveying and spreading the information and promotional messages of the project.

Market share:

- Indicator: % of sales, % of presence in retails, wholesales and health food stores, bakers and mail, % of consumption of Products with European organic logo.
- Target group: Consumer and trade
- Target objectives: all of the target market presents a high potential commercial growing. In the last few years, the market share increases at least of 10% every year. The program will allow to reach a percentage of more than 15-20% (5-10% more than the steady increase show by the markets).

In the following, the actual figures about consumers awareness about European organic logo:

^{** 2016} source FIBL - 2017 source Nomisma *** 2016 source FIBL - 2017 source Agence Bio

Knowledge Bio - Logo		BEFORE PROGRAM		
	%	*Total Populati	n/milion	
Germany	28.4%	82.7	23.48	
Italy	19.4%	60.6	11.76	
France	35.0%	66.9	23.42	
TOTAL	27.9%	210.17	58.65	

^{*} values expressed in milions of people

Source

EU organic logo and its perception by consumers - British Food Journal

A green leaf!? Consumers' Knowledge and perception of the mandatory EU Organic Logo - Procedings in food system and dynamics

The objectives, as spelled out in line with the instructions of the European Regulation 1144/2014, will be pursued with activities whose common denominator will be the clear communication, especially on organic concept and terminology and significance of certification and legislation.

It is believed that the selected targets meet the practical needs of the target markets, especially as regards the increase in consumption (in particular for France and Italy, with wide margins to reach the levels of Germany), the improvement and enhancement of the distribution, public perception and knowledge of the peculiarities of the biological product.

Following some data on consumer level of awareness about Organic Eu Quality Scheme and Associations.

	low	medium	medium-high	high
Actual level GERMANY		7		
Expected post-activities level DE			7	
Actual level ITALY		7.3		
Expected post-activities level IT			7	
Actual level FRANCE		7		
Expected post-activities level FR			7	

LOW	Not knowing/not interested	0-25%
MEDIUM	Basic knowledge, interest in learning more	25-50%
MEDIUM- HIGH	Advanced knowledge, also on law issues	50-75%
ALTO	Exact knowledge	75-100%

The objectives have been estimated to be achievable, given to the past experiences of both the proposing organizations in internal market, above all in Germany, France and Italy. These objectives are in line with the promotion regime listed in Art. 2 and 3 of the Regulation 1144/2014. They also are in line with the priorities of the 2016 annual work program for multi programs in internal Member States.

The objectives, to be carried out through the implementation of this program, are focused on spreading the culture and tradition of Products with European organic logo, as an innovative and sustainable production method that developed starting from the production characteristics and the overall view of the component companies and product rich in history and significance, strongly supported by the European Union. The promotion and the information related to Italian and Dutch organic products will be one of the more functional tool for enhancing the education and awareness of all the key players in

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the target countries (primarily consumers, distribution, media, buyers, ...) especially compared to those factors closer to the reality of the consumer.

A **second level of objectives** has been also defined as follows:

- To create a concrete network between Italian and Dutch organic producers with the aim to promote also the values of Products with European organic logo (they are similar for production methods, territories and climate);
- To improve the collaboration also between other Member States for a future project on organic method production and to create a unique organic way to think
- To evaluate new target markets for promote and inform about organic production method

Activities will try to bridge the gaps of European organic system (structure and performance) as for example⁴:

- high operating costs
- lack of alignment between supply and demand
- poor reliability of supply
- lack of collaboration among chain members
- different values and motivation among different actors in the chain
- lack of information about regulation, law, labelling, characteristics

In order to answer to the requirements of clarity and analytical design of the action-scheme, **action objectives have to be interpreted according to the SMART methodology**. Project objectives will therefore be declined and developed on the basis of criteria such as specificity, measurability, feasibility, relevance to the issues that they want to be addressed by the project and their timing:

- SPECIFIC The project objectives have been developed for the promotion and information about organic products produced by the Netherlands and Italy and registered under the organic European quality scheme. Specific products and schemes are promoted in the project with the aim of increasing the awareness of the consumers and grow up the market share of the organic production. Organic products are linked to a healthy lifestyle and diet and proposing organizations mix two of the main aspects of high quality products: tradition and sustainability. Dutch and Italian organic products have a great potential for increasing market shares and they are recognized already through all of Europe Regions; the goal is also to promote and give information about new organic products not yet present in the selected target markets and to promote the already-existing portfolio, by strengthening the image of the product and the European organic logo.
- MEASURABLE Effective monitoring tools are settled in order to measure the actual performance of the proposed project and of the development of it, following the application and the development of the actions. It is clear that the initial figures coincide with the market and consumer analysis. Precise monitoring indicators ensure the measurability of the objectives.
- ACHIEVABLE The depicted macroeconomic scenario highlights different potentials, including: the presence of considerable space in the market share in the sense of the quality and value, as well as for the consolidation and exploration of new niches and the presence of spaces especially in the sense of the quantity and the achievement of broad groups of consumers, thanks also to a middle class booming. These data are the starting point and, thanks to a proper program of actions, you can seize the opportunity represented by still rich markets for growth.

⁴ Please, take into consideration also the main challenges of proposing organizations, as reported in the second chapter of the proposal.

- RELEVANT The proposed actions constitute a balanced set of proven actions, all instrumental in achieving the desired results for the markets, which are primarily derived from many years of experience in successful internationalization and are relevant to all aspects mentioned in the previous paragraphs of presented project.
- TIME-BOUND The duration of the project is three years; this is functional to the development of a particularly broad spectrum of information and promotional activities. Through a precise definition of promotion activities, it will be possible to identify the main German, French and Italian fairs and exhibitions and alternate the measures envisaged, with a functional scheduling accompanying customer and market to the discovery and appreciation of the produced denominations

1.1. Specific messages

BIOrganicLifestyle.EU plan to display brands during the development of tasting and demonstrations activities, complying to the art. 5, Reg. 1831/2015. Brands will be selected on the basis of activities strategies, target groups and they will be strategic in reaching proposal goals, in order to support the European organic message. Mentioning of brands is necessary to attain the proposal objectives because they communicate easily to consumers and trade organic production values, as the strong link with their territories of origin, the human labour and passion, the respect to the environment and traditions. Proposing organizations guarantee the minimum number of brands to display (n.5) and to use this tool only for the admitted activities.

For each objective, it has been defined an action plan in order to deliver the message to each specific target group with the proper strategy.

In order to guarantee a correct starting point about consumers' awareness about organic production, proposal takes into consideration statistic figures detected during the development of BIOLS, a project supported also by Assobio.

In fact, most of European Organic Partner members have just finished a European promotion and information program, called BIOLS, under the previous European regulation (Regulation n.501/2008). BIOLS' monitoring and evaluation activities⁵ includes evaluation of consumers' awareness in Germany and Italy about the organic agri-food world, characteristics and schemes. Detected figures have been considered as a solid basis in order to fix a clear starting-point for "BIOrganicLifestyle.EU" Germany and Italy expectations.

In view of the fact that France was not included in BIOLS, the evaluation of French consumers' awareness will be based on:

- statistic figures reported by AGENCEBIO;
- market analysis and past cooperation with French organic associations.

⁵ Report n.3, year of activities n.3 – 2017

Summary, the objectives established in the project will be develop on the following bases:

Italy	 ✓ BIOLS questionnaires and other proposing organizations' past experiences ✓ Market Analysis
Germany	 ✓ Statistic figures ✓ Resources written by national agencies and observer for the organic market
France	✓ Statistic figures detected by AGENCEBIO;✓ Market Analysis

In order to steadily monitor activities impact on consumers and trade's knowledge/awareness level about Product with European organic logo and its standard and the increase of its market share in the Union, it has been defined a monitoring system through the administration of questionnaires and survey.

Objectives, as spelled out in line with the instructions of the European Regulation 1144/2014, will be pursued with activities whose common denominator will be the **clear communication**, especially on European organic concept and terminology and significance of certification and legislation.

It is believed that the selected targets meet the practical needs of the target markets, especially as regards the increase in consumption (in particular for France and Italy, with wide margins to reach the levels of Germany), the improvement and enhancement of the distribution, public perception and knowledge of the peculiarities of the biological product.

2. Action strategy

2.1. WHAT - Strategy

In order to easily reach proposal goals, proposing organizations has defined detailed action strategies, based on market analysis, target groups' needs and organic products' specific characteristics.

Through direct contact activities, proposal wants to suggest a concrete strategy in order to increase the awareness of consumers and trade; the lack of knowledge about Organic European logo and Organic European quality scheme criteria. The lack of knowledge about European organic production and its characteristics encourages consumers and trade to perceive organic product as a **unique European label**, a **guarantee of quality** generally approved.

The defined action program follows the **principles**:

- 1. Exploitation of the widest variety of possible actions⁶;
- 2. Greater emphasis on **direct contact actions addressed to end-users or professionals** (the project presents a predominance of this type of actions), as media, demonstration and tasting activities on retailers and Ho.Re.Ca channel and information events or workshop during exhibition and fairs;
- 3. **Clear (easy to understand) communication** and as **uniform** as possible, geared to the promotion of European BIO logo and Mediterranean value.

The strategy of the project takes into consideration the European Action Plan for Organic Farming and Organic Foods⁷; the informational and promotional campaign, defined in the project, answers to market

⁶ Resulting on priority to the promotion activities on the distribution, investing mainly, in addition to exhibition activities, the activities of information events and workshops and promotional tastings, which can ensure visibility on the target group importer, participation in trade fairs, events, event, incoming activities and promotions especially on Ho.Re.Ca channel

⁷ https://ec.europa.eu/agriculture/organic/eu-policy/european-action-plan_en

needs and to the characteristics of the organic production method. Following, a flow chart represents the main step for a correct implementation of project strategies.



Once the characteristics of the market have been described, it is possible to **identify the essential elements** on which actions program has to be concentrated (resources). This first analysis of markets and needs allows defining threats and **opportunities, strengths and weaknesses**⁸ **that could undermine or potentiate the European organic sector** growth. Despite the economic crises that affected also the European food market, the consumption of organic products is increasing in **value**, even today. Nevertheless, the **European level of consumption and awareness of organic products is still low and it needs to be increased**.

The **lack of knowledge and awareness** about organic production methods and characteristics of organic agri-food products is the main factor to increase or decrease the organic market. Consumers have **limited awareness about qualitative characteristics**, regulatory system, labelling and certification of organic products. Therefore, it's important to **stimulate consumers to learn** about organic "world" (positive effects of organic farming on environment, society and economy; sustainability of organic production method; care for environment and animal welfare; rural development; organic European BIO-logo).

In developing the **action strategy (WHAT)**, the project has defined clear criteria to follow during the project:

1. WHO: Target group criteria

2. WHERE: Geographical criteria: where organic products want to go?

3. HOW: Message criteria4. WHEN: Time-bound

2.2. WHERE - Geographical criteria

Geographical criteria are directly linked to consumers' preferences and profile; the high percentage of consumption of organic product is detected in the cities-area, and this is the reason why German, Italian and French main cities have been selected for the development of proposal activities: cities-areas are the best way to gain project objectives. The project will address its activities on the **main metropolitan areas of each market**, according to organic products supply and demand. Actions will take into consideration also the event, trade and fairs calendar. The scheme reported below is just indicative. For the detailed towns please refer to action description.

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⁸ Please refer to SWOT Analysis in Section 2.

	ITALY	GERMANY	FRANCE
Exhibitions and fairs	Verona (Vinitaly) Bologna (Sana) Milano (Tutto Food)	Norimberga (BIOFACH)	Paris (SIAL) Paris (NATEXPO)
P.O.S. and information events	e.g. Venezia, Roma, Verona, Tourin, Bologna,	e.g. Berlin, Norimberga, Munchen, 	e.g. Paris, Lyone, Bordeaux, Strasbourg,

2.3. WHO - Target Group criteria

Action strategy relies on matching **different typology of actions to different target groups.** Activities have to take into consideration the specificities of every single group and find the optimal way to reach the target group. Selected target groups are able to incorporate, reproduce and spread the message linked to "organic" production and consumption. Target groups represent a concrete way to spread the proposal message and they incorporate a multiplier effect for the project: it is important to create a network of direct target contacts who will be able to maximize the effectiveness of actions (Index Multiplier Effect With). The key priority is to **identify** those **influencing partners** that will be able to give proper resonance to the proposal key message.

Activities will be addressed both to the trade and consumers, but mainly to the first group (trade operators) in order to make the proposal more sustainable in economic and "multiplication effect" term. Through tasting and information events, professionals will become more skilled and they will be able to manage and lead consumers in choosing and introducing organic products in their lifestyle. Following chart gives some detailed indications with respect to the target groups to be reached with the actions plan.

TARGET GROUP		WHY?	Outcome	
MACR O	DETAILS	WHI	Outcome	
	Importers distributors , retailers buyers	Key role in the commercial perspective; decision makers are a strategic bridge with the distribution market	More space for the names and logos proposed in the portfolios of importers. They are the main point of contact with the consumers.	
Industry sector	Chef Sommelier Opinion leader	They benefit from large and considerable popularity in contemporary pop culture – they can be testimonial and they can lead consumer in choosing	Great spread of the message, emulation effect, listing in the guides and successful blog using the <i>materia prima</i> . Format that creates a strong experiential situation to the consumer (tasting, image, clear message). Tasting activities let also to replicate them in exhibitions. In the exhibitions we are going to develop informative events in order to intercept influencers	
П	Organic product manager, restaurant staff	They are public "trainers" in restaurants and they can inform and promote organic product under UE quality scheme, food combinations, organic consumption as a new "lifestyle". Enjoy also the consumers' confidence.	To increase the consumption of organic products on Ho.Re.Ca circuit side. Interest and greater inclusion in restaurant menu. Opening of new consumer groups, above all young people. To increase consumption of organic products at home, in combination with a healthy style cuisine.	

TARGI MACR O	ET GROUP DETAILS	WHY?	Outcome
Media	journalist, blogger journal, newspapers	Significant influence on the passionate audience and beyond. Extreme ability to spread the promotional message from the heads.	effect for the trendiest messages and most
l-users)	Organic Product lovers	They constitute the "hard core" of organic food consumption. Wider possibility of spending, and greater inclination to the exploration of new types.	To increase consumption in specific area; organic products loyalty, knock-on effect for less aware public.
Consumers (end-users)	New organic product lovers	Extreme importance of new groups of consumers, particularly for age 30-40 and into the middle class (in many emerging countries targeted). It develops here the potential (for both new markets in the consolidation phase).	Opening of new consumer groups, particularly related to the purchase by retailers. Increased consumption at home, in combination with a healthy-style cuisine.

Through a wide number of planned actions for promotion and information, the project aims to achieve a wide range of target groups interested in the European organic production. The project, as a whole, wants to create a synergistic set of tools aimed at enhancing European organic production methods and at strengthening the image of Europe, as a more and more sensitive land of production. Hereafter, a table show the relation between target groups, activities and proposal objectives.

WP/ACTIVITY	CONSUMER	MEDIA	OPERATOR S	INSTITUTI ONS
2. Public Relation				
Press events & Continuous PR activities				
3. Website, social media				
Website & Social media				
4. Advertising		-		
Print				
5. Communication tools				
Publications, media kits, promotional merchandise				
Promotional videos				
6.Events				
Stands at trade fairs				
Seminars, workshops				
Sponsorship of events				
Incoming				
7.Point-of-sale (POS) promotion				
Tasting days				



2.4. HOW - Message criteria

Action strategies require clear and simple message about European organic production standard, its value and logo. In order to work on the global dimension of the organic European logo, proposing organisations will set a concordant and harmonious message, complying with:

- 1. the provisions of regulations in force in the different target countries,
- 2. European regulation about Organic Production method;
- 3. "Enjoy, it's from Europe" guidelines.

"Organic production means territory, tradition, human labour and passion"

Organic agri-food products, being a **product created by nature and human hands**, cannot be separated from the land, which gave birth to the raw material used and transformed into organic farming. Europe has always been ideal for agricultural cultivation: the territory is therefore an inherent value and deeply related to **a healthy Lifestyle and its benefits**. A simple organic product must communicate passion, culture and producers' love, who are devoted to agriculture and excellence production, while respecting tradition and environment.

"Think more Organic: protect today for respecting tomorrow"

Our Common Future, also known as the Brundtland Report (1987) aimed to a sustainable development. Organic productions have to be consider an integrant part of sustainability. Brundtland Report is also famous for the sentence of Mr. Gro Harlem Brundtland who said that sustainability is the "development that meets the needs of the present without compromising the ability of future generations to meet their own needs."

As reported by IFOAM, it is very important that organic production follows four main principles, in order to guarantee a more sustainable approach: **Principle of well-being** (Organic farming will have to support and promote the welfare of the soil, plants, animals, human beings and the planet, as a single and indivisible whole); **Principle of ecology** (Organic farming must be based on living ecological systems and cycles, work with them, imitate them and help them stay); **Principle of fairness** (Organic farming will have to build relationships that ensure equity with respect to the common environment and life opportunities); **Principle of precaution** (Organic farming must be managed in a prudent and responsible way, in order to protect the health and well-being of present and future generations, as well as the environment).

"Eat different"

A part from responsible production and consumption, BIOrganicLifestyle.EU project takes a different perspective: organic production being promoted within the context of **healthy lifestyle**. It is necessary that consumer puts quality over quantity, with a protecting health view.

"Organic life style means sharing values and ideas"

Organic agri-food products invite to **socialize**, **to enjoy life** rather than to isolation or purely consumption. Sharing will also be an important tool for the dissemination of all messages related to the

organic products. This message is also closely connected to the **culinary culture**, of which it is an integral part of a Mediterranean and Nordic diets.

2.5. WHEN - Time bound criteria

All of the activities will follow a specific time-bound. The time bound could be different every year, and based on the needs. In order to achieve project objective, beneficiaries have defined a strategy articulated by a set of actions that will be differently developed in each one of the three target countries. The three-year period (the maximum allowable) aims to ensure the continuity of the communication to target groups for a sufficiently period to orientate a change in consumption habits. The **long-term nature** needs a report and a partial yearly analysis of results. It is necessary to control the progressive achievement and verification of objectives, in support of a strategy that will accompany the target groups from an initial phase of first contact with the informational and promotional initiatives, until the "maturity" and mastery of the issues in question, accompanied by the gradual increase of consumption of products.

ITALY (for month)	1 st	2 nd	3 rd	4 th	5 th	6 th	7 th	8 th	9 th	10 th	11 th	12 th
Continuous PR activities	X	X	X	X	X	X	X	X	X	X	X	X
Press events	х	x	x	x	x			x	X			x
Seminars & workshop	X	X	X	X	X			X	X			X
Sponsorship events	х	x	x	x	x			x	x			x
Stands and trade fairs	x	X		X	X			x	X			X
Social media & website											X	x
Media adv and website	x	X	x	х	x	x	x	x	x	х	x	x
Communication tools	x	X	X	x	x		X	x	X	X	X	x
Pos promotion	x	X	X	x	x		X	x	X	X	X	x
Partnership	x	x	x	x	x		x	x	x	x	x	X

GERMANY (for month)	1 st	2 nd	3 rd	4 th	5 th	6 th	7 th	8 th	9 th	10 th	11 th	12 th
Continuous PR activities	X	X	X	X	X	X	X	X	X	X	X	X
Press events			x				x				x	
Incoming	х			х				x				X
Seminars & workshop			x			x	X				X	
Sponsorship events	х			х	x			x	x			x
Stands and trade fairs			X			X	X				X	X
Social media & website		x				x				X		
Media adv and website	х	x	х	х	х	х	X	X	X	X	x	x
Communication tools	х	x	x	x	x	x	X	X	X	X	X	X

Pos promotion	x	X	X	X	х	х	X	x	X	X	X	x
Partnership	x	X			X	X			X	X		

FRANCE (for month)	1 st	2 nd	3 rd	4 th	5 th	6 th	7 th	8 th	9 th	10 th	11 th	12 th
Continuous PR activities	X	X	X	X	X	X	X	X	X	X	X	X
Press events	X				X				X			
Incoming	X			x	X			X				X
Seminars & workshop		X								X		
Sponsorship events	X			x	X			X	X			X
Stands and trade fairs		X					X			X		
Social media & website	X	X	x	x	x	x	X	X	X	x	X	x
Media adv and website	X	X	x	x	X	X	X	X	X	X	X	X
Communication tools	X	X	X	X	X		X	X	X	X	X	X
Pos promotion	X	X	x	x	x		X	X	X	X	X	X
Partnership	X	X	x	x	X	X	X	X	X	X	X	X

3. EU dimension of the action

Organic production is a way of thinking and living, that is why it is very important to increase the awareness of consumers, also because there are lot of **benefits related to organic production**, first of all the **sustainability** way of view, the **development of rural areas** and the **impact** on general **life expectancy** of the European population.

Proposing organizations are aware that a campaign focused on the European organic schemed products will benefit not only their interests but also the whole European organic sector. Proposing organizations are confident that a general effect on organic sales in the target countries will be beneficial for them due to their representativeness in the EU organic cultivation and production. Additionally, communication messages will always include the "Enjoy, it's from Europe".

The main objectives of the programme implemented in the internal market will have an effect on increased awareness, competitiveness and consumption of organic products on a European level (especially in Italy, but also in other organic producing EU-28 countries such as France, Germany, etc.):

- Europe is the second worldwide producing region;
- The campaign focuses on the **European quality schemed organic products**, specifically on disseminating information on European production standards, quality and safety standards applicable to European food products, European dietary practices and culture;
- By raising **awareness of Products with European organic logo** among the general public and in trade circles, the project will promote the European organic logo, cultivation, production is guided by European guidelines on Organic production methods, one of the most important European quality scheme.

- One of the goals is to place **Europe as the best reference for organic production**, around the world. That is mean the Europe consumers are sensible to environmental, economic and social aspects related to agricultural production, ensuring a sustainability of the actions in terms of economic, social and environmental aspects.
- The project will promote and inform about Products with European organic logo. The goal is to position European organic producers (in general) as optimal choice for consumers in the internal market. The focus on specific Italian and Dutch producers only comes at a second level.

Applicants' organic samples involved in the promotion and information will be still promoted with an integrative view regarding European biological policies. It is indeed hoped that activities flow together to create a single European vision of the "European BIO product and logo".

Activities will promote organic production under the European quality BIO scheme reaching a level of "standardization" in a European region organic approach. Nowadays, organic production can grow up in a strategic way and it can increase its market situation.

Sharing vision	European Message
Sustainable view Environment care Respect to society and economical aspect (in a sustainable view) Organic production respects tradition High demand of organic products	BIOrganicLifestyle.EU (generic message, an invitation to think differently) Promote and increase awareness on organic production method Products with European organic logo mean excellence, quality and sustainability European production standard: quality, safety, culture, dietary standard Awareness on European organic-Logo

The participation of two different representative associations of organic producers located in two Member States (with commune characteristic linked to territories, climate, traditions) allow to reach more easily the project objectives and to show the fact that organic production is shared all around Europe.

Last but not least, and by providing **synergies** between **organisations** in more than one Member State, it is very important to underline that this project could be a **collaboration case study** for other associations of organic producers to support European promotion, production and consumption both in the internal European market, but also in third countries.

4. Description of activities and analysis of budget positions

The plan of the following proposed actions is at the heart of the strategy of the project; it collects proposing organizations' needs and market analysis result. It contributes in pursuing objectives also indicated in the reference regulations and it presents consistent activities, which are able to convey effectively the messages to the selected target group.

CONSUMER	- Stands at trade fairs - Tasting days - Promotion in retailers' publications	- Website & Social media - publications, media kits, prom mat - Promotional videos - Stands at trade fairs - Sponsorship of events - Tasting days - Promotion in retailers' publications	- Website & Social media - publications, media kits, prom mat - Promotional videos - Stands at trade fairs - Sponsorship of events - Tasting days - Promotion in retailers' publications
MEDIA		- Press events & Continuous PR - Website & Social media - Print - Promotional videos - Stands at trade fairs - Seminars, workshops - Sponsorship of events - Incoming	- Press events & Continuous PR - Website & Social media - Print - Promotional videos - Stands at trade fairs - Seminars, workshops - Sponsorship of events - Incoming
OPERATORS	- Stands at trade fairs	- Press events & Continuous PR - Website & Social media - Print - Publications, media kits, prom mat - Promotional videos - Stands at trade fairs - Seminars, workshops - Sponsorship of events - Incoming - Tasting days - Promotion in retailers' publications	- Press events & Continuous PR - Website & Social media - Print - Publications, media kits, prom mat - Promotional videos - Stands at trade fairs - Seminars, workshops - Sponsorship of events - Incoming - Tasting days - Promotion in retailers' publications
INSTITUTIONS		- Press events & Continuous PR - Website & Social media - Publications, media kits, promotion tools - Promotional videos - Stands at trade fairs - Sponsorship of events	- Press events & Continuous PR - Website & Social media - Publications, media kits, promotion tools - Promotional videos - Stands at trade fairs - Sponsorship of events

4.1. WP 1 - Coordination

In order to achieve project objectives, proposing organizations have defined a strategy articulated by a set of different actions (WP) that develop differently per target country. Both proposing organizations will develop several management, implementation and administrative tasks for the coordination of the programme:

They will interact with the several suppliers and implementing agencies in order to ensure that the activities are according to the general promotion strategy (messages, image, media...). Therefore, they will take into account the dynamic short-term in the market and the availability of subcontractors in order to develop the time schedule of activities. They will apply the guidelines of the programme in order to define specific instructions before each activity is implemented; they will

- verify that the draft is according to those instructions; and they will apply corrective measures whenever is necessary.
- During the implementation of the activities, they will overview that the suppliers and implementation agencies follow the instructions that were provided and will look to maximize the impact in the target market.
- The project management and support team will provide administrative and financial support for all the activities.

Basically for every work-packages/activities, coordination process will include the following actions:

- Quarterly planning of activities;
- Monthly review of activity planning;
- Selection, coordination of the Implementing body or subcontractors;
- Support to the implementation of the activities (format definition & coordination of implementation);
- Review and approval of communication contents (PR Media kit, Social, Promotional materials, ADV, stand, Pavilion & Booth visual, Teaching material, Invitations, Tasting kit presentation);
- Coordination and tutoring of producers taking part in the events;
- Secretariat service for logistic and operational activities for events (travel, flights, shipping, etc);
- technical support to monitoring activities (documents collection, reports, surveys; analysis of questionnaires of satisfaction);
- coordination with the subjects in charge of monitoring;

The costs of every coordination activities, reported above, have been included in the following specific Work-package/activities costs detail.

Activity title	Personnel cost of the proposing organisations
Specific objectives	High standard of developing of the activities of the project on the operation, technical, administrative and financial point of view Risk decrease
Descriptio	management, implementation and administrative tasks for the coordination of the overall
n of	program; to ensure the successful implementation of the program; Management of the steering
activity	committee; Budget and cost-efficiency review;
Implemen tation	Proposing organizations

Activity title	Other costs of project coordination
Specific objectives	High standard of developing of the activities of the project on the operation, technical, administrative and financial point of view Risk decrease
Descriptio n of activity	Meetings between beneficiaries for coordination of the project and activities Kick-off meeting in Luxemburg with Chafea
Implemen tation	Proposing organizations

4.2. WP 2 – Public Relations (Press events & Continuous PR activities)

Complementing the big effort on digital PR that will be done on the social networks directed to the consumer, it will also be conducted more traditional PR activities directed more to the media through

the involvement of radio and television journalists as well as a network of food and wine bloggers. The objectives of this action are to increase as much as possible the spread of the message through unpaid articles and reviews.

The final objective of this informative activity is then going to hit on one hand, the target of the informed consumers and on the other that of the professionals in the restaurant industry and trade.

The main magazines to target during the promotion:

- Germany: utopia.de, oekotest.de, Schrot und Korn (monthly 634,000 copies), Eve (bimonthly 435,000 copies), Bio Handel (monthly 7,000 copies), Biopress (quarterly 20,000 copies)
- France: Santé magazine (Monthly 476,436 copies), Elle à table (Bimestrial 205,821 copies), Madame Figaro (Weekly 443,906 copies), Top Santé (Monthly 482,429 copies), Régal (Bimestrial 287,722 copies), Saveurs (Bimestrial 118,005 copies), L'Express (Weekly 409,574 copies), Marie Claire (Monthly 510,059 copies), Elle (Weekly 412,643 copies)
- Italy: COME STAI (monthly 21,550 copies), CUCINA NATURALE (monthly 41,794 copies), MEN'S HEALTH (monthly 85,000 copies), NATURAL STYLE (monthly 69,100 copies), OK SALUTE (monthly 94,600 copies), REPUBBLICA SALUTE (weekly 298,690 copies), STARBENE (weekly 113,511 copies), VIVERSANI E BELLI (weekly 167,956 copies)

Coordination activities - The team will analyze editorial opportunities proposed by suppliers, especially Lifestyle, Digital gastronomic media and Organic products specialized outlets and overview the implementation of press releases and the delivery of samples to interested journalists.

Activity title	CONTINUOUS PR ACTIVITIES (PR office)							
	175 Dir	ect contacts (journalist/blogger r	eached)					
Specific	294,000 Indirect contacts (estimated n. of readers)							
objective		294,175 Total contacts						
S	To	otal impressions/exposures 588,3	50					
		63 Unpaid articles						
Descripti on of activity	Identifying and managing Editorial opportunities, Press Request Management, on-going follow up and media clipping reporting, content creation and pitching organic food & life style oriented. creation and launch of contents towards magazines specialized on organic food and lifestyle throughout the year							
	YEAR 1	YEAR 2	YEAR 3					
	27 Press Releases	27 Press Releases	27 Press Releases					
Delivera	Report on press events and	Report on press events and	Report on press events and					
bles	continuous PR activities year	continuous PR activities year	continuous PR activities year					
	1 2 3							
Budget	10,112.72 10,112.72 10,112.72							
Impleme ntation	Implem	nenting body + Proposing organi	zations					

Activity title	PRESS EVENTS	
	175 Direct contacts (journalist/blogger reached)	
Specific	294,000 Indirect contacts (estimated n. of readers)	
objective	294,175 Total contacts	
S	Total impressions/exposures 588,350	
	63 Unpaid articles	

Descripti on of activity	Planning, coordination, recruitment and implementation of events for organic food and lifestyle journalist to be held during main promotional events in each country every year.							
	YEAR 1 YEAR 2 YEAR 3							
Delivera bles	3 Press events 75 Tasting Kit distributed 75 Media kits distributed 3 media reports	3 Press events 75 Tasting Kit distributed 75 Media kits distributed 3 media reports	3 Press events 75 Tasting Kit distributed 75 Media kits distributed 3 media reports					
Budget	16,792.72 16,792.72 16,792.72							
Impleme ntation	Implem	Implementing body + Proposing organizations						

4.3. WP 3 – Website & social media

Website setup, updating, maintenance: All promotion and information materials will refer to a website. It has to be set up and maintained with the aim to connect and link the "organic community" with a range of contents such as: insights, recipes, news about organic production and environment, small tutorial for self-production of organic gardens, an updated calendar with the initiatives of the program. In addition, a video and photographic gallery will be made available with pictures of events and with photos, videos, drawings and images that the "organic community" will send to contribute directly to the campaign "I_love_BiOrganicLifestyle". The contents of the site will be translated into Italian, French, German as well as English as the official language of the European community and increasingly widespread among young people.

Social media: To stay in regular contact with the biological community, especially with the younger population, the proposing organization with the support of the implementing body will invest to set up "I_love_BiOrganicLifestyle" profiles on Facebook and Instagram. The project will count on this vehicle to make the contents viral and encourage maximum involvement of young people and their families through the game "I_love_BiOrganicLifestyle". This tool is also going to be used to give information to followers and to collect points of view, opinions as well as to date them for the various events planned.

Coordination activities - The team will overview the creation of the website social media platforms (Facebook, Twitter & Instagram) at the beginning of the program. They will define the messages and content to be delivered and overview their implementation. They will also participate in social media supporting the program.

Activity title	SOCIAL MEDIA			
Specific objectives	10,500 Followers 157,500 Total impressions/exposures 52,500 Unique visitors			
Description of activity	_	Digital & Social Media Promotion (via Google Ads, and social media advertising) targeting Italian, German and French consumers		
	YEAR 1 YEAR 2 YEAR 3			
Deliverables	3 Social Media account set up (FRANCE area) 216 Posts on social media accounts (FRANCE area) 3 Social Media account set up (GERMANY area) 216 Posts on social media accounts (GERMANY area)	Social Media account set up (FRANCE area) 288 Posts on social media accounts (FRANCE area) Social Media account set up (GERMANY area) 288 Posts on social media accounts (GERMANY area)	Social Media account set up (FRANCE area) 288 Posts on social media accounts (FRANCE area) Social Media account set up (GERMANY area) 288 Posts on social media accounts (GERMANY area)	

Implementa tion	Implementing body + Proposing organizations		
Budget	47,790.27	47,665.45	47,665.45
	3 Social Media account set up (ITALY area) 216 Posts on social media accounts (ITALY area) Report on website and social media activities year 1	Social Media account set up (ITALY area) 288 Posts on social media accounts (ITALY area) Report on website and social media activities year 2	Social Media account set up (ITALY area) 288 Posts on social media accounts (ITALY area) Report on website and social media activities year 3

Activity title	WEBSITE	SETUP, UPDATING, MAIN	TANA <mark>NCE</mark>
Specific objectives	87,500 Total impressions/exposures 35,000 visitors		
Description of activity	setup, maintenance and content creation for digital social networks platforms		
	YEAR 1	YEAR 2	YEAR 3
Deliverables	2 Web site Section set up (FRANCE area) 48 Updates on web site FRANCE area (news, photos, videos, agenda events, etc.) 2 Web site Section set up (GERMANY area) 48 Updates on web site GERMANY area (news, photos, videos, agenda events, etc.) 4 Web site Section set up (ITALY area) 96 Updates on web site ITALY area (news, photos, videos, agenda events, etc.) Internet service provider fee (FRANCE area) Internet service provider fee (GERMANY area) Internet service provider fee (ITALY area) Report on website and social media activities year 1	Web site Section set up (FRANCE area) 96 Updates on web site FRANCE area (news, photos, videos, agenda events, etc.) Web site Section set up (GERMANY area) 96 Updates on web site GERMANY area (news, photos, videos, agenda events, etc.) Web site Section set up (ITALY area) 192 Updates on web site ITALY area (news, photos, videos, agenda events, etc.) 1 Internet service provider fee (FRANCE area) 1 Internet service provider fee (GERMANY area) 1 Internet service provider fee (ITALY area) Report on website and social media activities year 2	Web site Section set up (FRANCE area) 96 Updates on web site FRANCE area (news, photos, videos, agenda events, etc.) Web site Section set up (GERMANY area) 96 Updates on web site GERMANY area (news, photos, videos, agenda events, etc.) Web site Section set up (ITALY area) 192 Updates on web site ITALY area (news, photos, videos, agenda events, etc.) 1 Internet service provider fee (FRANCE area) 1 Internet service provider fee (GERMANY area) 1 Internet service provider fee (ITALY area) Report on website and social media activities year 3
Budget	30,814.54	30,652.72	30,652.72
Implementati on	Impleme	enting body + Proposing organ	nizations

4.4. WP 4 – Advertising

Online advertising will support the different activities to strategically raise awareness within influencers and consumers through media partnerships, advertising campaigns and blogger activations on general and specialized media.

Coordination activities - The team will analyze and negotiate with off and on-line specialized media outlets in order to allocate advertising funds and define the ads. They will work with the design supplier in order to develop the content.

The team will also analyze (according to geo-demographic and behavioural variables) the different options for advertising in social media and search engines in order to define (and redefine depending to the post-hoc impacts) the specific targets and contents, trying to optimize the impact in an iterative process.

Activity title	PRINT ADV			
Specific objectives	270,000 Total impressions/exposures			
Description of activity	Creation and coordination of dedicated ads and advertorials space with specialized organic products magazines			
	YEAR 1 YEAR 2 YEAR 3			
Deliverables	3 Advertising space on print media Report on adv year 1	3 Advertising space on print media Report on adv year 1	3 Advertising space on print media Report on adv year 1	
Budget	22,287.28	22,287.28	22,287.28	
Implementat ion	Implem	enting body + Proposing organ	izations	

4.5. WP 5 – Communication Tools

The above mentioned binder is planned to create a line of promotional material and is characterized by the community bio logo and some messages, which have to be consistent with the relevant themes of the project and of the EU reg. 1144/2014. This material is like a "horizontal action" and will be available for recipients of the program at all events / activities. The aim is to have a recognizable reference, to create identification and make the message associated with bio Community permanent logo in the imagination of the consumer, and to provide a practical support for the consultation of bio Community legislation and on the peculiarities of the productions, procedures and the benefits related to the consumption of organic products.

All materials produced for the project, in line with a responsible attitude towards the environment and natural resources, will be made from recycled materials such as paper, cardboard and recycled plastic, also biological raw materials such as organic cotton for canvas materials such as shopping bags and backpacks.

Over the three years project, the proposing organization will also build and keep updated a guide to the discovery and use of organic products. This will be the right tool to deepen, with a simple and intuitive language in comic style (also suitable for children), different key themes such as the issue of EU quality schemes, the peculiarities of organic production methods and environmental sustainability. Issues of social sustainability will also be central putting focusing on those families' way of living who cares about preserving their culture, their traditions, their health and the environment in which they live.

Coordination activities - The team will define the briefings, according to the program guidelines, for the creation of communication tools such as visuals (press kit, brochures, banners, POS, visuals, educative materials...) and videos that will assure key messages development and adaptation throughout the different components of the campaign. When they are created by the design agencies, they will overview them.

Activity title	PROMOTIONAL VIDEOS		
Specific objectives	16,875 Followers/likes (promo videos) 67,500 Total Visualization (promo videos)		
Description of activity	Creation of promotional videos to be launched on Social-media network and web- marketing tools.		
	YEAR 1	YEAR 2	YEAR 3
Deliverables	8 Promotional videos	8 Promotional videos	7 Promotional videos
Budget	46,883.64	46,883.64	46,883.64
Implementat ion	Implementing body + Proposing organizations		

Activity title	PUBBLICATIONS, MEDIA KITS, PROMOTIONAL MERCHANDISE		
Specific	1,080,900 Total impressions/exposures (promo material)		
objectives		360,300 informed direct contact	
Descriptio		ion and development. Communi	
n of	updates, key messages de	velopment creation & adaptation	n throughout the different
activity		components of the campaign.	
	YEAR 1	YEAR 2	YEAR 3
	2500 Organic canvas		
	shopping bags	2500 Organic canvas	2500 Organic canvas
	50000 Flyers	shopping bags	shopping bags
	3000 Product guides	50000 Flyers	50000 Flyers
	3000 Media kits	3000 Product guides	3000 Product guides
	3000 Mugs	3000 Media kits	3000 Media kits
Deliverabl	20500 Leaflet	3000 Mugs	3000 Mugs
es	38000 Pens of recycled	20500 Leaflet	20500 Leaflet
CS	material	38000 Pens of recycled	38000 Pens of recycled
	100 roll-up	material	material
	Coomunication concept and	100 roll-up	100 roll-up
	graphic	Report on promotional	Report on promotional
	Report on promotional	merchandise and videos 2	merchandise and videos 3
	merchandise and videos 1	year	year
	year		
Budget	95,452.73	95,452.73	95,452.73
Implemen tation	Implementing body + Proposing organizations		

4.6. WP 6 – Events

Stands at trade fairs. The concept of the project has, as its central pivot, participation in trade fairs (for the years 2019, 2020, 2021) such as:

- **BIOFACH** (Nuremberg Germany, February, every year, over 2000 exhibitors, 33,000 visitors)
- SANA (Bologna Italy, September, every year, over 700 exhibitors, 45,000 visitors)
- **VINITALY** (Verona Italy, April, every year, over 4000 exhibitors, 130,000 visitors)
- **TUTTOFOOD**: (Milan Italy, May, every two years, over 2800 exhibitors, 78,500 visitors; year 2019 and 2021)
- **SIAL** (Paris France, October, every two years, over 7000 exhibitors, 155,000 visitors; year 2020)

NATEXPO (Paris – France, October, every year, over 850 exhibitors including 200 out of France, 14. 800 visitors, 29 exhibiting countries)

These events are strategic opportunities of information and promotion of organic products in the European economy context and beyond; these important events reach a large portion of end consumers as well as operators and professionals in the sector, for hundreds of thousands of visitors over the three years.

The producers will present themselves organized collectively managing, for example, at Vinitaly to cover and customize an entire hall with the initiative "Vinitaly BIO" aggregating together more than 100 manufacturers. The goal here is to gain critical mass to give strength and centrality to the message.

Seminars, workshops, B2B meetings, trainings for trade/cooks

Other measures proposed in the plan are functional and coordinated at fairs. They represent in fact together a consistent communication and promotion plan using different tools (from the more didactic ones, to activities aimed at the trade or to the exploitation of information and advertising media) creates with fairs a virtuous effect of mutual reinforcement on the arc of the three years.

Specifically, the "information events" format permeates directly the trade fair format, providing for each fair the organization and conduct of daily workshops and a seminar program. These activities target a smaller but precisely targeted audience, which is limited in total to several hundred operators, representatives of associations, professionals of organic sector. The audience will be carefully selected, based on their importance and ability to create a multiplier effect for the messages communicated. A special form of information events are CIRCLES OF QUALITY, field activities involving the invitation / training of operators particularly strategic and important for the organic sector, destined to become a "circle" of experts/ambassadors, responsible for feeding a debate on the topic and the dissemination of information on organic product, a real "amplifier" of the organic quality scheme message.

Incoming

In order to meet the most representative associations of the organic sector in these countries and to coordinate with them the opportunities of mutual cultural exchange, linked to the information & seminar events and tutoring activities, the proposing organization will organize networking missions that will lead a delegation of producers to the main cities:

- Germany: Berlin, Hamburg, Munich, Koln
- France: Paris, Strasbourg, Nates, Lion, Nice, Bordeaux

With reference to the German market will be contacted and will create synergies with the most representative associations of the sector such as:

- Association of Organic Processors, Wholesalers and Retailers (BNN)
- Federation of the Organic Food Industry (BOLW) and its member associations
- Foundation Ecology & Agriculture (SOL)
- Research Institute of Organic Agriculture Germany (FiBL)

The optimal time to implement this activity would be in December/January every year to be sure to get prepared for the activities in Biofach on mid-February, very close to the beginning of the year program.

The optimal time to implement this activity in France would be at the beginning of March every year to be sure to get prepared for the activities for the cultural and sporting events organized in spring and summertime.

Similarly, even for the French market, the proposing organization will be expanded and coordinate the activities with the most representative realities such as:

- FNAB, the National Federation of Organic Farming
- Synabio, the National Union of Organic Companies serving the organic farming sector
- APCA, the Permanent Assembly of Agricultural Chambers
- Coop de France, the Federation of Agricultural Cooperatives
- ITAB, the Technical Institute of Organic Farming
- Agence BIO, French Agency for Development and Promotion of Organic Farming

Following the principle of mutual cultural exchange and addressed to a selected and specifically target audience, the action of INCOMING will be aimed at personalities the of both the world of Trade and of Associations, which will be offered the possibility of a direct experience with the world of the European production and marketing. The visits will take place during the Vinitaly fair in April. The action Incoming is also declined in the formula EDUCATIONAL TOUR, proposed for experts in quality circles (but also more strategic subjects, especially coming from the meetings developed in trade fairs), allowing a small number of guests to visit and learn about the production companies, associations and legislation associated with the European organic sector in Italy.

Sponsorship of events

In order to reach a large audience of consumers who love a healthy lifestyle as well as the rediscovery of the culinary traditions of the Mediterranean, the proposing organization in coordination with the implementing body will select, in the major Italian cities, attendance in large popular sporting and cultural events. These events will be manned by setting up the "I_love_BiOrganicLifestyle" gazebos where consumers can taste the best of European organic production for free and take information directly from product experts and information material (Festa del Bio-consumers event).

Italy: Rome, Milan, Tourin, Bologna, Verona, Venezia - spring summer 2019/2020/2021

Coordination activities - The team will brief the implementing agency and the suppliers about the type of events (press tastings and dinners, press trips and consumer events) and the implementation guidelines, decide about specific events and control their implementation. The team will receive the journalists in the trips to Italy and it escort them in their visits to the organic producers' factories/farms. They will also travel to the main cities where seminar, workshop and other information events will be held.

Activity title	OTHER EVENTS (Operator Incoming)			
Specific objectives	15,000 Indirect contact 300 Operators directly informed 18,000 Total impressions/exposures			
Descriptio n of activity	tasting, seminar and guided visits to producers' plants conducted mainly during the trade fair events in Italy (Vinitaly) for a selected group of French and German operators			
	YEAR 1 YEAR 2 YEAR 3			
Deliverabl es	2 Incoming events to Italy 100 Operators / Journalist / Blogger hosted in Italy 100 distributed Tasting Kits 60 Producers represented Report on incoming missions	2 Incoming events to Italy 100 Operators / Journalist / Blogger hosted in Italy 100 distributed Tasting Kits 60 Producers represented Report on incoming missions	2 Incoming events to Italy 100 Operators / Journalist / Blogger hosted in Italy 100 distributed Tasting Kits 60 Producers represented Report on incoming missions	
Budget	155,887.28	155,887.28	155,887.28	
Implemen tation	Implementing body + Proposing organizations			

Activity title	SEMINARS			
Specific		32,400 Indirect contact		
objectiv		216 Operators directly informed		
es	4	,320 Total impressions/exposure	es s	
Descript ion of activity	tasting and seminar events conducted mainly during the trade fair events			
	YEAR 1 YEAR 2 YEAR 3			
Delivera bles	3 Seminars 72 Operators/Journalist/Blogger recruited 30 Producers represented	3 Seminars 72 Operators/Journalist/Blogger recruited 30 Producers represented	3 Seminars 72 Operators/Journalist/Blogger recruited 30 Producers represented	
Budget	16,792.73	16,792.73	16,792.73	
Impleme ntation	Implementing body + Proposing organizations			

Activity title	SPONSORSHIP OF EVENTS				
Specific	86,400 Indirect contact				
objectiv		2,000 Total impressions/exposur 0,000 Visitors at attending the even			
es	28,800	Visitors at the info point (direct of	contact)		
Descript ion of activity	the culinary traditions of the	Reach a large audience of consumers who love a healthy lifestyle as well as the rediscovery of the culinary traditions of the Mediterranean attending large popular sporting and cultural events. Italy: Rome, Milan, Tourin, Bologna, Verona, Venezia - spring summer 2019/2020/2021			
	YEAR 1	YEAR 1 YEAR 2 YEAR 3			
Delivera bles	5 Sponsorship of events 9000 Tasting Kit distributed 10 Producers represented	6 Sponsorship of events 10800 Tasting Kit distributed 10 Producers represented	5 Sponsorship of events 9000 Tasting Kit distributed 10 Producers represented		
Budget	61,552.73	78,365.45	61,552.73		
Impleme ntation	Implementing body + Proposing organizations				

Activity title	STANDS AT TRADE FAIRS
Specific	192,960 Indirect contact
objectiv	1,056,900 Total impressions/exposures
•	1,118,000 Visitors at attending the fair events
es	49,020 Visitors at the stand (direct contact)
	Participation in trade fairs (for the years 2019, 2020, 2021) such as:
	BIOFACH (Nuremberg - Germany, February, every year, over 2000 exhibitors, 33,000
	visitors)
Descript	SANA (Bologna - Italy, September, every year, over 700 exhibitors, 45,000 visitors)
ion of	VINITALY (Verona - Italy, April, every year, over 4000 exhibitors, 130,000 visitors)
activity	TUTTOFOOD : (Milan – Italy, May, every two years, over 2800 exhibitors, 78,500
	visitors; year 2019 and 2021)
	SIAL (Paris - France, October, every two years, over 7000 exhibitors, 155,000 visitors;
	year 2020)

	NATEXPO (Paris – France, October, every year, over 850 exhibitors including 200 out of France, 14. 800 visitors, 29 exhibiting countries)		
	YEAR 1	YEAR 2	YEAR 3
Delivera bles	5 International Fair participation 5 Pavilions production 17100 Tasting Kit distributed 35 Producers represented Report on trade fairs	4 International Fair participation 4 Pavilions production 14820 Tasting Kit distributed 25 Producers represented Report on trade fairs	5 International Fair participation 5 Pavilions production 17100 Tasting Kit distributed 35 Producers represented Report on trade fairs
Budget	674,271.41	624,979.01	675,381.41
Impleme ntation	Implementing body + Proposing organizations		

Activity title	WORKSHOPS			
Specific		194,400 Indirect contact		
objectiv	1	,296 Operators directly informed	d	
es	2:	5,920 Total impressions/exposure	es	
Descript	44		41 - 4 - 1 - 6 - 4	
ion of activity	tasting and workshop	tasting and workshop events conducted mainly during the trade fair events		
	YEAR 1 YEAR 2 YEAR 3			
Delivera bles	18 Workshops 432 Operators/Journalist/Blogger recruited 432 Tasting Kit distributed 30 Producers represented report on seminars, workshop and sponsorships (year1)	18 Workshops 432 Operators/Journalist/Blogger recruited 432 Tasting Kit distributed 30 Producers represented report on seminars, workshop and sponsorships (year2)	18 Workshops 432 Operators/Journalist/Blogger recruited 432 Tasting Kit distributed 30 Producers represented report on seminars, workshop and sponsorships (year3)	
Budget	201,367.27	201,367.27	201,367.27	
Impleme ntation	Implementing body + Proposing organizations			

4.7. WP 7 – Point-of-sale (POS) promotion

Considering it as the natural prosecution of the natural relationship between producer and consumer, it has been given the most sample space to the promotion, to be made available on the different distribution networks: chains of specialized shops and supermarkets. The activities include the presence of a promoter, for several days, adequately trained with the aid of the teacher and of support material. Tastings and presentations which will be organized will enable the staff of the point of sale first, and then the customers, to deepen the understanding of biological products, to test firsthand their quality and associate it with the quality schemes and the European logo.

In order to broaden the knowledge of organic products and the European quality schemes it has been decided to focus the promotion strategy not so much and only on the specialized distribution chains of organic products, but on the more generalist chains in order to increase the consumption of organic products on non-regular users. These actions will be concentrated in the autumn and winter also to seize the opportunity to focus on the Christmas period.

Here are the main distribution chains of the promotion:

- France: Carrefour, Auchan, Cora, Monoprix, Casino, Leclerc, Intermarché, Super and Hyper U
- Germany: Rewe, Real, Edeka, Marktkauf, Kaufhof
- **Italy**: Coop, Conad, Esselunga, Bennet, Auchan Simply, Carrefour, Aspiag, Finiper, Pam Panorama

Coordination activities - The team will define the contents that are distributed during the POS promotion. They will also control their production and distribution. The team work with POS agencies and the trade in order to organize a series of tastings around the defined target areas and overview the implementation. The promotion on the Pos will be developed in two different steps: in the *first step*, activities will be aimed to select and to train a wide number of promoters that will be chosen within the POS operators: promoters will be trained by experts and teaching materials will be distributed to them; in the following (*second step*) the trained promoters will be organized in the POS schedule of tasting days. In some cases, *where agreed*, there will be additional promotion on retailers' print publications.

Activity title	PROMOTION IN RETAILERS' PUBBLICATION								
Specific objectiv	10	1080000 Total impressions/exposures							
Descript ion of activity	Partnership with retailer and retailers' print publication								
	YEAR 1 YEAR 2 YEAR 3								
Delivera bles	12 Advertising space on POS publication (weeks)	12 Advertising space on POS publication (weeks)	12 Advertising space on POS publication (weeks)						
Budget	99,952.73 99,952.73 99,952.73								
Impleme ntation	Implementing body + Proposing organizations								

Activity title		TASTING DAYS								
Specific objectiv es	43,6275 Indirect contact 8,981,070 Total impressions/exposures 1,108,500 Visitors at attending the POS 174510 Visitors at the Tasting Corners (direct contact)									
Descript ion of activity		promotional tasting organized in the main retail chains in Italy, France ang Germany through the 3 years through professional trained promoters								
	YEAR 1	YEAR 2	YEAR 3							
Delivera bles	248 POS 1736 POS days of promotion 409290 Tasting Kit distributed 248 Promoters trained 496 Tasting corners produced 248 Training kit prepared & distributed 6 Promoters' training class organized 30 Producers represented Report on POS activities and adv	243 POS 1701 POS days of promotion 402990 Tasting Kit distributed 243 Promoters trained 486 Tasting corners produced 243 Training kit prepared & distributed 6 Promoters' training class organized 30 Producers represented Report on POS activities and adv	248 POS 1736 POS days of promotion 409290 Tasting Kit distributed 248 Promoters trained 496 Tasting corners produced 248 Training kit prepared & distributed 6 Promoters' training class organized 30 Producers represented Report on POS activities and adv							
Budget	1,050,186.37	1,027,836.59	1,050,186.37							
Impleme ntation	Implen	nenting body + Proposing organi	zations							

4.8. WP 9 – Evaluation of results

Evaluation of results will be described in a more detailed way in the next paragraph.

Proposing organization will select appropriated agencies in order to build a yearly monitoring of market and awareness increase's indicators, producing two different reports for each country. In each country, this activity will be made in cooperation with the main national producers' associations (for France: Synabio⁹ (www.synabio.com); for Germany: *AöL Assoziation ökologischer Lebensmittelhersteller e.V.*¹⁰ (www.aoel.org); for Italy: Federbio (www.federbio.it).

Activity title	EVALUATION OF RESULTS								
Specific objectiv es	80,000 Consumers tests answers								
Descript ion of activity	yearly ex post calculation of returns								
	YEAR 1	YEAR 3							
Delivera bles	3 Awareness report 3 Market share report 6000 Consumer surveys Evaluation report year 1	3 Awareness report 3 Market share report 6000 Consumer surveys Evaluation report year 2	3 Awareness report 3 Market share report 6000 Consumer surveys Evaluation report year 3						
Budget	63,614.55 63,614.55 63,614.55								
Impleme ntation	Third bodies								

4.9. Other eligible costs of P.O.

Activity title	Other eligible costs of P.O. Costs for audit certificates and eventual guarantees for pre-financing							
Description of activity								
	YEAR 1 YEAR 2 YEAR 3							
Deliverables	2 audit certificates 1 guarantee for pre- financing for the three years programme	1 audit certificate	1 audit certificate					
Budget	35,000	5,000 5,000						
Implementat ion	Implementing body + Proposing organizations							

¹⁰ Die über 100 AöL-Mitglieder aus Europa erwirtschaften einen Bio-Umsatz von über 3 Milliarden Euro

⁹ SYNABIO rassemble aujourd'hui plus de 190 entreprises de la bio, transformateurs et distributeurs spécialisés

4.10. Estimated budget breakdown per target country¹¹:

	2019	2020	2021	TOTAL	
FRANCE	627,431.36	617,579.28	629,024.00	1,874,034.65	
GERMANY	714,269.36	714,148.36	714,148.36	2,142,566.09	
ITALY	1,317,276.41	1,270,711.59	1,316,689.95	3,904,677.95	
HORIZONTAL	47,180.00	13,120.00	13,120.00	73,420.00	
TOTAL	2,706,157.14	2,615,559.24	2,672,982.32	7,994,698.69	
OVERHEAD COSTS	8,244.20	8,065.53	8,246.93	24,556.65	
GRAND TOTAL	2,714,401.33	2,623,624.77	2,681,229.24	8,019,255.35	

The previous table represents the overall budget divided by years and target countries. All the costs are inclusive of horizontal costs - *such as guarantee for pre-financing, audit certificates, etc* – as well as costs for traveling and accommodation for project coordination.

5. Measurement of results and action indicators

Regarding the methodology for measurement of results linked to SMART Objectives described in Section 3, all the markets awareness, output results and market shares will be measured. Output indicators, the activities individual results, awareness and trial rate will be measured yearly (at the end of each action year). In order to optimize the cost efficiency of the program, market share related information (with a much higher cost) will be measured by the beginning and the end of the program.

Potentially all activities can have an impact on awareness, trial rate and market share: for example, a new article on organic products in BIO HANDEL or SANTE' MAGASINE will increase the awareness, but possibly the trial rate and the market shares. If tastings in POS are organized at the same time, which of course will have an impact on the three indicators too, it can be difficult to break down the effects of each activity. Therefore, we have not been able to develop a cost-efficient method of identifying individual impact indicators per activity (awareness, recognition and sales are expected to increase globally). The following list includes total results to be achieved as the effect of the implementation of the program; the output and result indicators listed afterwards are expected to be reached yearly and are individually linked to each activity to be developed each year. Impact indicators related to global SMART Objectives (totals for the 3 years)¹²:

Impact indicator (and frequency of the evaluation) Description	Baseline	End of programme
Awareness increase (evaluated yearly) Increase of % and number of consumers evaluating organic products as higher quality products being more certified and guaranteed	22.17 Millions	25.36 Millions (+14%)

Only costs per activities to be implemented in target countries have been taken into account. General expenses, such us coordination, evaluation, and other costs must be add in to those totals.

¹² TBD: These indicators will be set following the conclusion of the strategy and will be updated in the first strategy report.

Market share and consumption increase (evaluated by the beginning and the end of the program) Increase of Consumer consumption share: increase of % of "weekly/daily consumers" of Products with European organic logo by decreasing % of "none or rare/monthly consumers".	weekly/daily organic consumers 43% 90 Millions	weekly/daily organic consumers 47% (+ 18.3%) 98.5 Millions (+8,5)
EU quality schemes recognition increase (evaluated yearly) Awareness: increase % of potential and actual organic	27.9% 58.65 Millions €	34.5% (+ 6.6%) 75.59 Millions (+13,9)
products consumers who can identify EU organic logo and organic production. Market share: increase \of % and value of sales of European organic quality schemed products in the three target countries in three years	19,269 Millions €	+ 0.3%* + 188.4 million €*

^{*} quote assumed as related to the project impact.

5.1. Output and result indicators

Hereafter, output and result indicators specific to each activity.

	Type of indicator	INDICATORS (TOTAL OF THREE YEARS)
WP 1 – Project coordination	Output	PERSONNEL COST OF THE PROPOSING ORGANISATIONS Consortium creations Grant agreement definition and signing 36 Budget reviews Implementing bodies to be managed Activity management reviews 510 n of orders/invoice/payment issuing 3 Annual coordinator report 3 List of IPR rights 1 Report on subcontracting 3 Budget reviews report Kick-off meeting report Activity management and control assessed & verified Administrative process assessed & verified EU Commission duties accomplished Intra-consortium duties accomplished OTHER COSTS OF PROJECT COORDINATION Beneficiary coordination meetings Agreement signing meeting
	Result	PERSONNEL COST OF THE PROPOSING ORGANISATIONS High standard of developing of the activities of the project on the operation, technical, administrative and financial point of view Risk decrease
WP 2 – Public relations	Output	CONTINUOUS PR ACTIVITIES (PR OFFICE) 108 Press Releases PRESS EVENTS 9 Press events 225 Tasting Kits distributed 225 Media kits distributed 9 Media reports 3 Report on press events and continuous PR activities

		DDEGG EVENIDG
		PRESS EVENTS 175 Direct contacts (journalist/blogger reached)
		294,000 Indirect contacts (estimated n. of readers)
	Result	294,175 Total contacts
		Total impressions/exposures 588,350
		63 Unpaid articles
		SOCIAL MEDIA
		3 Social Media account set up (FRANCE area)
		792 Posts on social media accounts (FRANCE area)
		3 Social Media account set up (GERMANY area)
		792 Posts on social media accounts (GERMANY area)
		3 Social Media account set up (ITALY area)
		792 Posts on social media accounts (ITALY area)
		WEBSITE SETUP, UPDATING, MAINTANANCE
dia		2 Web site Section set up (FRANCE area)
ne	Output	240 Updates on web site FRANCE area (news, photos, videos, agenda events,
- - - -	Output	etc.)
0Cİ		2 Web site Section set up (GERMANY area)
S		240 Updates on web site GERMANY area (news, photos, videos, agenda events,
site		etc.)
WP 3 – Website, social media		4 Web site Section set up (ITALY area)
>		480 Updates on web site ITALY area (news, photos, videos, agenda events, etc.) 2 Internet service provider fee (FRANCE area)
6		2 Internet service provider fee (FRANCE area) 2 Internet service provider fee (GERMANY area)
ΝΡ		2 Internet service provider fee (GERMANT area)
		3 Report on website and social media activities (1-2-3 Y)
		SOCIAL MEDIA
	Result	10,500 Followers
		157,500 Total impressions/exposures
		52,500 Unique visitors
		WEBSITE SETUP, UPDATING, MAINTANANCE
		87,500 Total impressions/exposures
		35,000 visitors
4 - erti g	Output	9 Advertising space on print media 3 Report on adv (1-2-3 Y)
WP 4 Adve sing	-	
≱ ¥ ″	Result	270,000 Total impressions/exposures
		PROMOTIONAL VIDEOS
		23 Promotional videos
		PUBBLICATIONS, MEDIA KITS, PROMOTIONAL MERCHANDISE
slo		7,500 Organic canvas shopping bags
t 00		150,000 Flyers
on	0-44	9,000 Product guides
ati	Output	9,000 Media kits
mic		9,000 Mugs 61,500 Leaflet
a W		114,000 Pens of recycled material
Om.		300 roll-up
ŭ		Communication concept and graphic
r.		3 Report on promotional merchandise and videos (1-2-3 Y)
WP 5 – Communication tools		PROMOTIONAL VIDEOS
>		16,875 Followers/likes (promo videos)
	Result	67,500 Total Visualization (promo videos)
		PUBBLICATIONS, MEDIA KITS, PROMOTIONAL MERCHANDISE
		1,080,900 Total impressions/exposures (promo material)

		360,300 informed direct contact
WP 6 - Events	Output	OTHER EVENTS (Operator Incoming) 6 Incoming events to Italy 300 Operators/Journalist/Blogger hosted in Italy 300 Tasting Kit distributed 180 Producers represented Report on incoming missions (1-2-3 Y) SEMINARS 9 Seminars 216 Operators/Journalist/Blogger recruited 90 Producers represented SPONSORSHIP OF EVENTS 16 Sponsorship of events 28,800 Tasting Kit distributed 30 Producers represented STANDS AT TRADE FAIRS 14 International Fair participation 14 Pavilion productions 49,020 Tasting Kit distributed 95 Producers represented Report on trade fairs (1-2-3 Y) WORKSHOPS 54 Workshops 1,296 Operators/Journalist/Blogger recruited 1,296 Tasting Kit distributed 90 Producers represented report on seminars, workshop and sponsorships (1-2-3 Y)
	Result	OTHER EVENTS (Operator Incoming) 15,000 Indirect contact 300 Operators directly informed 18,000 Total impressions/exposures SEMINARS 32,400 Indirect contact 216 Operators directly informed 4,320 Total impressions/exposures SPONSORSHIP OF EVENTS 86,400 Indirect contact 432,000 Total impressions/exposures 160,000 Visitors at attending the events 28,800 Visitors at the info point (direct contact) STANDS AT TRADE FAIRS 192,960 Indirect contact 1,056,900 Total impressions/exposures 1,118,000 Visitors at attending the fair events 49,020 Visitors at the stand (direct contact) WORKSHOPS 194,400 Indirect contact 1,296 Operators directly informed 25,920 Total impressions/exposures
WP 7 – P.O.S.	Output	PROMOTION IN RETAILERS' PUBBLICATION 36 Advertising space on POS publication (weeks) TASTING DAYS 739 POS

		5,173 POS days of promotion 90 Producers represented 1,221,570 Tasting Kit distributed 739 Promoters trained 1,478 Tasting corner produced 739 Training kit prepared & distributed 18 Promoters' training class organized Report on POS activities and adv (1-2-3 Y)
	Result	PROMOTION IN RETAILERS' PUBBLICATION 1080000 Total impressions/exposures TASTING DAYS 43,6275 Indirect contact 8,981,070 Total impressions/exposures 1,108,500 Visitors at attending the POS 174510 Visitors at the Tasting Corners (direct contact)
WP 8 – Evaluation of result	Output	9 Awareness report 9 Market share report 18,000 Consumer surveys 3 Evaluation report (1-2-3 Y)
W Evalu	Result	80,000 Consumers tests answers

Promotional efforts happen in a complex environment, making it more complicated to identify their true economic impact. A simple comparison of the economic parameters before and after the campaign does not take into account external influencing variables, such as imported organic products consumption trends. To disentangle the true effect of the promotion campaign from other influencing variables the trial increase calculation will make use of a **baseline**.

The performances forecasted for target consumers from different countries are weighted on the bases of the specific "maturity and peculiarity" of each market.

Market shares and consumption increase will be measured on a historical trend basis, taking into account indicators status before activities begin to be implemented by the end of the three years program (data latest available).

Consumer consumption share:

- Increase of Consumer consumption share: increase the % of consumers who consume products with EU organic logo "weekly/daily" decreasing the % of consumers who has a "none or rare/monthly consumption" of such products.
- Target: target countries' consumers who consume organic products *once a month* are about 22% of the total population, versus a 28% of population that has weekly consumption habit. The project aims to move 18.3% of population from a "none or rare/monthly consumption" to a "weekly/daily consumption" (about 8.5 million of consumers on a total of 210.2 million of population of the three Member States selected). To be notice that the average "per capita consumption" will move from the actual 91.68€ to 117.82€ average of the 3 years project.

TARGET CONSUMER	BEFORE PROGRAM						AFTER PRO	GRAM		
	%	n/milion	рсс	Market value 2016	% INCR	N INCR	%	n/milion	рсс	Market value 2021
none or rare consumption	36%	74.9	2.58	193.48	-1.1%	-0.8	35%	74.07	2.58	191.39
one or some monthly consumption	22%	45.3	15.50	702.46	-17.0%	-7.7	18%	37.61	32.56	1,224.64
at least once a week consumption	28%	59.5	67.18	3,997.27	10.1%	6.0	31%	65.50	75.24	4,928.08
almost daily consumption	15%	30.5	471.57	14,375.79	8.2%	2.5	16%	32.99	558.35	18,418.72
TOTAL	100%	210.17	91.68	19,269.00				210.17	117.82	24,762.83

In the Following some tables with the forecast of this result in each country (in purple the two target consumers to be monitored):

TARGET CONSUMER GERMANY		BEFORE PE	ROGRAMM				AFTER PR		GRAMM	
	% *	n/milion	рсс	Market value 2016	% INCR	N INCR	%	n/milion	рсс	Market value 2021
none or rare consumption	46%	38.0	4.49	170.64	-0.9%	-0.3	46%	37.69	4.49	169.11
one or some monthly consumption	23%	19.0	26.92	511.92	-10.5%	-2.0	21%	17.02	56.54	962.16
at least once a week consumption	21%	17.4	116.67	2,025.44	11.0%	1.9	23%	19.27	135.92	2,619.19
almost daily consumption	10%	8.3	818.92	6,770.00	5.2%	0.4	11%	8.70	925.38	8,047.91
TOTAL	100%	82.67	114.65	9,478.00				82.67	142.71	11,798.36

Sources:

German market shows a potential increasing of the target consumer of 16.2% (2.3 milions of consumers) decreasing "none or rare/monthly" consumers by a 11.4%.

TARGET CONSUMER ITALY		BEFORE PROGRAMM						AFTER PROGRAMM		
	% **	n/milion	рсс	Market value 2016	% INCR	N INCR	%	n/milion	рсс	Market value 2021
none or rare consumption	31%	18.8	0.49	9.27	-2.0%	-0.4	30%	18.41	0.49	9.08
one or some monthly consumption	18%	10.9	5.92	64.56	-26.0%	-2.8	13%	8.07	12.43	100.33
at least once a week consumption	32%	19.4	25.65	497.36	10.6%	2.0	35%	21.44	29.71	636.84
almost daily consumption	19%	11.5	180.03	2,072.82	10.1%	1.2	21%	12.68	225.48	2,858.42
TOTAL	100%	60.60	43.63	2,644.00				60.60	59.49	3,604.67

Sources

Italian market shows a potential increasing of the target consumer of 20.7% (3.5 milions of consumers) decreasing "none or rare/monthly" consumers by a 28%.

TARGET CONSUMER FRANCE		BEFORE PROGRAMM					AFTER PROGRAMM			
	% **	n/milion	рсс	Market value 2016	% INCR	N INCR	%	n/milion	рсс	Market value 2021
none or rare consumption	27%	18.1	2.69	48.62	-0.5%	-0.1	27%	17.97	2.69	48.38
one or some monthly consumption	23%	15.4	16.15	248.50	-18.6%	-2.9	19%	12.53	33.91	424.78
at least once a week consumption	34%	22.7	69.98	1,591.82	9.0%	2.0	37%	24.79	79.43	1,969.32
almost daily consumption	16%	10.7	491.22	5,258.06	8.5%	0.9	17%	11.61	595.61	6,917.31
TOTAL	100%	66.90	106.83	7,147.00				66.90	139.90	9,359.79

Sources:

- French market shows a potential increasing of the target consumer of 17.5% (2.9 M of consumers) decreasing "none or rare/monthly" consumers by a 19.1%.
- Market Share increase: increase of % and value of sales of European organic quality schemed products in the three target countries in three years. Follows a table with the forecast of this result in each country:

^{*} Germany: Rework of Organic ? Logic, GfK Consumer Panels Germany, 2016

^{**} Italy: I numeri chiave del biotrend, Report to Agriculture Commission of Italian Senate, Nomisma, 2017

^{***}France: Baromètre de consommation et de perception des produits biologiques en France - 15ème édition, AgenCe Bio/CSA, 2018

In the table below, it is reported the forecast of sales of organic products in the three target countries from 2019 to 2021. Keeping a prudent attitude, it has been assumed a positive annual increase of 3.8 % of total sales, equivalent to 2,826 million €. Taken this 3.8 % growth rate as a baseline we can assume an additional growth 0.3% on the market value (equivalent to 7.9% of the increase) directly driven by the project for a total growth equal to 188.4€ million in the three years.

values expressed in milions of eur	os								
TARGET COUNTRIES	% avarage annual increase (3 years)	last market value of internal consumption for organic sector - (2016)	consumption for organic	forecast market value of internal consumption for organic sector - (2018)	forecast market value increase - (2019)	forecast market value increase - (2020)	forecast market value increase - (2021)	forecast market value increase - (3 years)	forecast market value of internal consumption for organic sector - (2021)
Germany*	3.8%	9,478	10,040	10,542	403.23	418.66	434.67	1,256.56	11,798.50
Estimate market value increase	3.6%				384.17	398.86	414.12	1,197.14	
Estimate project impact on market value increase	0.2%				19.07	19.79	20.55	59.41	
Italy**	5.0%	2,644	2,908	3,112	156.22	164.06	172.30	492.59	3,604.57
Estimate market value increase	4.3%				134.35	141.10	148.18	423.63	
Estimate project impact on market value increase	0.7%				21.87	22.97	24.12	68.95	
France***	4.2%	7,147	7,850	8,282	344.60	358.94	373.88	1,077.42	9,359.17
Estimate market value increase	3.9%				325.40	338.94	353.04	1,017.39	
Estimate project impact on market value increase	0.2%				19.20	20.00	20.83	60.04	
Estimate of TOTAL market value increase on target countries	4.1%	19,269	20,798	21,936	904.06	941.66	980.85	2,826.57	24,762.30
Estimate market value increase	3.8%				843.92	878.90	915.34	2,638.17	
Estimate project impact on market value increase	0.3%				60.14	62.76	65.50	188.40	

^{* 2016} source FIBL - 2017 source BÖLW

This total result will be given by the sum of incremental growth every year (60.14M - 2019; 62.76 - 2020; 65.50 - 2021) with the following contribution from each country:

- Germany: general medium estimated growth 3.6% (1197M€) on the three years, equivalent to 384M€ 2019; 399M€ 2020; 414M€ 2021. Taken this 3.6% growth rate as a baseline we can assume an additional growth 0.2% on the market value (equivalent to 5.6% of the increase) directly driven by the project for a total growth equal to 59,4M€ (19,1M 2019; 19.8 2020; 20.5 2021).
- Italy: general medium estimated growth 4.3% (423.6M $\mbox{\in}$) per year, equivalent to 134M $\mbox{\in}$ 2019; 141M $\mbox{\in}$ 2020; 148M $\mbox{\in}$ 2021. Taken this 4.3% growth rate as a baseline we can assume an additional growth 0.7% on the market value (equivalent to 16.3% of the increase) directly driven by the project for a total growth equal to 69M $\mbox{\in}$ (21.9M 2019; 23M 2020; 24M 2021).
- France: general medium estimated growth 3.9% (1017M€) per year, equivalent to 325M€ 2019; 339M€ 2020; 353M€ 2021. Taken this 3.9% growth rate as a baseline we can assume an additional growth 0.2% on the market value (equivalent to 5.1% of the increase) directly driven by the project for a total growth equal to 60M€ (19.2M 2019; 20M 2020; 20.8M 2021).

Market Growth will be measured at the beginning of the programme and then updated on yearly base to create a solid control and a consistent monitoring, by a supplier of market share data (for example, Nielsen, IRI, Nomisma).

ROI: The return on the investment, being the total cost of activity 7.95 M \in and the total estimated increase of sales due to the project influence 188.4 M \in , should be in this case 188,4/7.95= 7,708%.

Follows a table showing each single market contribution to this result. The table estimates the redemption rate of the project message for every single target country, giving a projection of the total

^{** 2016} source FIBL - 2017 source Nomisma

^{*** 2016} source FIBL - 2017 source Agence Bio

people convinced. This total, multiplied by the respective expected "per capita consumption", shows market value increase that we could reasonably related to the project activities.

TARGET COUNTRIES	Total contacts*	% Redemption	Redemption*	ppc**	Market value***	Investiment***	ROI
GERMANY	2.78	15%	0.42	142.71	59.42	2.15	2761%
ITALY	4.37	27%	1.16	59.49	68.95	3.91	1762%
FRANCE	2.15	20%	0.43	139.90	60.05	1.89	3185%
TOTAL	9.30		2.00	117.82	188.42	7.95	7708%

^{*} values expressed in milions of people

Awareness impact, as previously introduced in Section 3, will be measured by a specific survey conveying a mix between consumption (estimated on how many people remember having consumed products under European Organic Quality scheme) and visibility (consumers remembering having identified European organic Logo). Evolution of the campaign will be also measured with in-depth interviews with industry experts.

Awareness increase will be yearly evaluated by a periodic survey (pre- and post-program) with a sample of 2,000 consumers in each country for a total of 18,000 surveys. The survey will specifically measure the following impact indicators:

Evaluation of Organic product as high-quality products being more certified and guaranteed from a security/environment/taste perspective:

- Indicator: % Of Surveyed consumers who give this answer when asked (multiple choice) what is the main reason they choose to consume organic products
- Target: regular consumers of EU organic products.

Where in Italy 76% of shoppers mention security and health benefits as the main reasons to buy, in France the quota is 69%; in Germany the main reason is organic products contain fewer or no artificial colouring and preservatives (73%), organic farming is more environmental-friendly towards natural resources (69%) and it is better for health (54%).

The objective of the project is to bring back consumers to the roots, explained with absolute clarity by Council Regulation (EC) No 834/2007, namely: "Organic production is an overall system of farm management and food production that combines best environmental practices, a high level of biodiversity, the preservation of natural resources, the application of high animal welfare standards".

The organic production method not only provides for a specific market responding to a consumer demand for organic products, but it plays another societal role, as it delivers public goods contributing to the protection of the environment and animal welfare, as well as to rural development, as mentioned by the same regulation.

These are positive arguments that can drive consumers to increase their consumption of organic products and new consumers to approach them.

Clearly, no nutrition nor health claims should be used, as they are authorised for use in the Community only after a scientific assessment carried out by the European Food Safety Authority, who, until today, has not issued opinions about these aspects.

^{**} expressed in €

^{***} expressed in milions of €

Merging data analysis of the 3 targets country it comes out how the average % of consumer which prefers organic product for the reason that they are higher quality being more certified and guaranteed from a security/ environment/taste perspective and therefore more secure is about 22% of the whole population, equivalent to 45.9 Mln of consumers in the 3 countries. The aim of the project related to this indicator is to raise it of 9%, equivalent to another 4.1 Mln of consumers reaching therefore the threshold of 50 Million.

	BEFORE PROGRAMM							AFTER PROGRAMM				
Country	Good f	or me	Enviro	nment	Tas	ste	Good f	or me	Enviro	nment	Tas	te
Germany	73%	6.03	69%	5.70	63%	5.21	73%	6.35	76%	6.60	72%	6.30
Italy	76%	8.75	29%	3.34	34%	3.91	84%	10.60	35%	4.41	43%	5.39
France	69%	7.39	61%	6.53	60%	6.42	72%	8.41	70%	8.15	72%	8.36
		22.17		15.57		15.55		25.36		19.16		20.05

The above table shows how the objective will be reached per every single country.

- Germany: For Security starts from 73% of total population (6M ppl), will be raised of 77% (6,7M ppl); For Environment starts from 69% of total population (5,7M ppl), will be raised of 76% (6,6M ppl); For Taste starts from 63% of total population (5,2M ppl), will be raised of 72% (6,3M ppl)
- Italy: For Security starts from 76% of total population (8.7 M ppl), will be raised of 87% (11M ppl); For Environment starts from 29% of total population (3,3M ppl), will be raised of 35% (4,4M ppl); For Taste starts from 34% of total population (3,9M ppl), will be raised of 43% (5,4M ppl)
- France: For Security starts from 69% of total population (7,4M ppl), will be raised of 76% (8,8M ppl); For Environment starts from 61% of total population (6,5M ppl), will be raised of 70% (8,1M ppl); For Taste starts from 60% of total population (6,4M ppl), will be raised of 72% (8,3M ppl)

EU Quality Schemes Awareness:

- Indicator: % of regular EU organic products consumers who can identify the EU BIO LOGO which distinguishes and certifies European quality schemed productions.
- Target: regular consumers of EU organic products.

Knowledge Bio - Logo		BEFORE PRO	GRAM				AFTER PROG	RAM
	%	*Total Population	n/milion	Total contacts*	Multiplyer	*N INCR	n/milion	%
Germany	28.4%	82.7	23.48	2.8	1.5	4.16	27.64	33.4%
Italy	19.4%	60.6	11.76	4.4	1.5	6.56	18.32	30.2%
France	35.0%	66.9	23.42	2.1	1.5	3.22	26.63	39.8%
TOTAL	27.9%	210.17	58.65	9.30		13.94	72.59	34.5%

^{*} values expressed in milions of people

Source:

EU organic logo and its perception by consumers - British Food Journal

A green leaf!? Consumers' Knowledge and perception of the mandatory EU Organic Logo - Procedings in food system and dynamics

From the data analysis we spotted that a probable value of this indicator is around 27.9% of total population equivalent to 210.2 Mln ppl. Took that as a baseline the objective related to this indicator is to raise it of a 6.6% adding nearly 13.9 Million reaching therefore the threshold of 72.6 Mln of consumer equivalent to the 34.5% of the total population.

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Measurement of the program impact will be carried out with the following instruments:

A periodic survey, with standard and ad hoc questions. Visibility of the program will be measured on the basis of =>2,000 consumer sample each country per year in order to have results pre versus post campaign and rating of organic products quality and safety among consumers. The following indicators will offer information before and after the actions taking place each year:

% of regular of consumers (who consume Products with European organic logo on a "weekly/daily" bases) evaluating organic products as higher quality products being more certified and guaranteed. Multiple choice of main reason for choosing organic products considering them in comparison to traditional agri-product:

- Healthier
- More respectful of environment
- More certified and guaranteed
- Easier to find them than it was before
- They have more taste
- Not trusting conventional products
- Suggested by pediatrician
- other

% of regular consumers (who consume Products with European organic logo on a "weekly/daily" bases) VS % non-regular consumers (who consume Products with European organic logo on "none or rare/monthly" bases). Also, the other two options will be considered in the multiple choice

- none or rare consumption
- one or some monthly consumption
- at least once a week consumption
- almost daily consumption

% of potential and actual organic products consumers who can identify EU BIO logo and organic production.

- Never seen nor heard of it
- Heard of it
- I Have noticed it and I was always curious to know more about it
- I know that distinguish an organic product from a traditional one
- I know it's the organic product EU quality scheme

In-depth interviews: 4 to 6 in-depth interviews to professionals of the sector during the execution of the actions in order to gather their opinion over:

- Consumption trends by organic products varieties.
- Growing opportunities for organic product in Italy, Germany and France.
- Knowledge of the campaign and understanding of the messages.
- Attitude towards organic products under the light of the communication campaign.

In order to carefully evaluate the impact of the campaign on consumers' awareness, measurements will be segmented geographically. Therefore, it will be possible to evaluate the impact on the areas where the effort has been more intense. The areas specifically targeted for a more intense activity will be:

- France: Paris, Strasbourg, Nates, Lion, Nice, Bordeaux
- Germany: Berlin, Hamburg, Munchen, Koln

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Italy: Rome, Milan, Naples, Tourin, Bologna, Verona, Venezia, Firenze, Bari, Parma, Piacenza, Rimini

A specialized agency will carry out the survey and the interviews, such as the ones that are being carried out in the in the three countries for the current BiorganicLyfestile.EU program. The agency will ask a stratified representative sample of more than 18,000 regular consumers in the 3 countries along the 3 years about their behavior and opinions. The independent audit body will be **selected** with an open call for proposals, scoring and weighting following factors:

- Experience in the surveys in the sector of agricultural products in the 3 countries (measured in number of years and consumers surveyed). Each agency will be given a score from 0 to 10, and a weight of 35%.
- Reputation in the sector: According to the number of reputed sources that use their information. Score from 0 to 10 and a weight of 30%.
- Cost: Score from 0 to 10 and a weight of 35%.

5.2. Objective and indicators

Objective Number	1
	Awareness increase (three years
Objective	program) - baseline 22.17 Millions
Output Indicator(s)	Target
WP 2 - Public relations / CONTINUOUS PR ACTIVITIES (PR	
OFFICE)	
Press Releases	108
Report on press events and continuous PR activities (1-2-3 Y)	3
Media reports	9
WP 2 – Public relations / PRESS EVENTS	
Press events	9
Tasting Kits distributed	225
Media kits distributed	225
WP 3 – Website, social media - SOCIAL MEDIA	
Social Media account set up (FRANCE area)	3
Posts on social media accounts (FRANCE area)	792
Social Media account set up (GERMANY area)	3
Posts on social media accounts (GERMANY area)	792
Social Media account set up (ITALY area)	3
Posts on social media accounts (ITALY area)	792
WP 3 - Website, social media - WEBSITE SETUP, UPDATING,	
MAINTANANCE	
Web site Section set up (FRANCE area)	2
Updates on web site FRANCE area (news, photos, videos, agenda events, etc.)	240
Web site Section set up (GERMANY area)	2
Updates on web site GERMANY area (news, photos, videos, agenda events,	240
etc.)	240
Web site Section set up (ITALY area)	4
Updates on web site ITALY area (news, photos, videos, agenda events, etc.)	480
Internet service provider fee (FRANCE area)	2
Internet service provider fee (GERMANY area)	2
Internet service provider fee (ITALY area)	2
Report on website and social media activities (1-2-3 Y)	3
WP 4 - Advertising	
Advertising space on print media	9
Report on adv (1-2-3 Y)	3
WP 5 – Communication tools / PROMOTIONAL VIDEOS	

Promotional videos	23
WP 5 - Communication tools / PUBBLICATIONS, MEDIA KITS,	
PROMOTIONAL MERCHANDISE	
Organic canvas shopping bags	7.500
Flyers	150.000
Product guides	9.000
Media kits	9.000
Mugs	9.000
Leaflet	61.500
Pens of recycled material	114.000
Roll-up	300
Communication concept and graphic	1
Report on promotional merchandise and videos (1-2-3 Y)	3
WP 6 - Events / OTHER EVENTS (Operator Incoming)	
Incoming events to Italy	6
Operators/Journalist/Blogger hosted in Italy	300
Tasting Kit distributed	300
Producers represented	180
Report on incoming missions (1-2-3 Y)	3
WP 6 - Events / SEMINARS	
Seminars it is	9
Operators/Journalist/Blogger recruited	216
Producers represented WP 6 - Events / SPONSORSHIP OF EVENTS	90
Sponsorship of events	16
Tasting Kit distributed	28.800
Producers represented	30
WP 6 - Events / STANDS AT TRADE FAIRS	30
International Fair participation	14
Pavilion productions	14
Tasting Kit distributed	49.020
Producers represented	95
Report on trade fairs (1-2-3 Y)	3
WP 6 - Events / WORKSHOPS	
Workshops	54
Operators/Journalist/Blogger recruited	1.296
Tasting Kit distributed	1.296
Producers represented	90
report on seminars, workshop and sponsorships (1-2-3 Y)	3
WP 7 – P.O.S. / PROMOTION IN RETAILERS' PUBBLICATION	
Advertising space on POS publication (weeks)	36
WP 7 – P.O.S. / TASTING DAYS	
POS	739
POS days of promotion	5.173
Producers represented	90
Tasting Kit distributed	1.221.570
Promoters trained	739
Tasting corner produced	1.478
L'Iroining Lit propored & distributed	739
Training kit prepared & distributed	
Promoters' training class organized	18
Promoters' training class organized Report on POS activities and adv (1-2-3 Y)	
Promoters' training class organized Report on POS activities and adv (1-2-3 Y) WP 8 - Evaluation of Result	18
Promoters' training class organized Report on POS activities and adv (1-2-3 Y) WP 8 - Evaluation of Result Awareness report	18 3
Promoters' training class organized Report on POS activities and adv (1-2-3 Y) WP 8 - Evaluation of Result Awareness report Market share report	18 3 9 9
Promoters' training class organized Report on POS activities and adv (1-2-3 Y) WP 8 - Evaluation of Result Awareness report Market share report Consumer surveys	18 3
Promoters' training class organized Report on POS activities and adv (1-2-3 Y) WP 8 - Evaluation of Result Awareness report Market share report	9 9

Direct contacts (journalist/blogger reached)	175
Indirect contacts (estimated n. of readers)	294.000
Total contacts	294.175
Total impressions/exposures	588.350
Unpaid articles	63
WP 3 – Website, social media - SOCIAL MEDIA	
Followers	10.500
Total impressions/exposures	157.500
Unique visitors	52.500
WP 3 – Website, social media - WEBSITE SETUP, UPDATING, MAINTANANCE	
Total impressions/exposures	87.500
Visitors	35.000
WP 4 - Advertising	22.000
Total impressions/exposures	270.000
WP 5 – Communication tools / PROMOTIONAL VIDEOS	270.000
Followers/likes (promo videos)	16.875
Total Visualization (promo videos)	67.500
WP 5 – Communication tools / PUBBLICATIONS, MEDIA KITS,	07.500
PROMOTIONAL MERCHANDISE	
Total impressions/exposures (promo material)	1.080.900
Informed direct contact	360.300
WP 6 - Events / OTHER EVENTS (Operator Incoming)	
Indirect contact	15.000
Operators directly informed	300
Total impressions/exposures	18.000
WP 6 - Events / SEMINARS	10.000
Indirect contact	32.400
Operators directly informed	216
Total impressions/exposures	4.320
WP 6 - Events / SPONSORSHIP OF EVENTS	75 - 5
Indirect contact	86.400
Total impressions/exposures	432.000
Visitors at attending the events	160.000
Visitors at the info point (direct contact)	28.800
WP 6 - Events / STANDS AT TRADE FAIRS	201000
Indirect contact	192.960
Total impressions/exposures	1.056.900
Visitors at attending the fair events	1.118.000
Visitors at the stand (direct contact)	49.020
WP 6 - Events / WORKSHOPS	
Indirect contact	194.400
Operators directly informed	1.296
Total impressions/exposures	25.920
WP 7 – P.O.S. / PROMOTION IN RETAILERS' PUBBLICATION	
Total impressions/exposures	1.080.000
WP 7 – P.O.S. / TASTING DAYS	
Indirect contact	436.275
Total impressions/exposures	8.981.070
Visitors at attending the POS	1.108.500
Visitors at the Tasting Corners (direct contact)	174.510
WP 8 - Evaluation of Result	1,
Consumers tests answers	80.000
Impact Indicator(s)	Target
Increase of % and number of consumers evaluating organic products as	-
higher quality products being more certified and guaranteed	25.36 Millions (+14%)

Objective Number	2
Objective Number	Market share and consumption
	increase (evaluated by the
Objective	beginning and the end of the
	program)
Output Indicator(s)	Target
WP 6 - Events / OTHER EVENTS (Operator Incoming)	
Incoming events to Italy	6
Operators/Journalist/Blogger hosted in Italy	300
Tasting Kit distributed	300
Producers represented	180
Report on incoming missions (1-2-3 Y)	3
WP 6 - Events / SEMINARS	
Seminars	9
Operators/Journalist/Blogger recruited	216
Producers represented	90
WP 6 - Events / SPONSORSHIP OF EVENTS	
Sponsorship of events	16
Tasting Kit distributed	28.800
Producers represented	30
WP 6 - Events / STANDS AT TRADE FAIRS	
International Fair participation	14
Pavilion productions	14
Tasting Kit distributed	49.020
Producers represented	95
Report on trade fairs (1-2-3 Y)	3
WP 6 - Events / WORKSHOPS	
Workshops	54
Operators/Journalist/Blogger recruited	1.296
Tasting Kit distributed	1.296
Producers represented	90
report on seminars, workshop and sponsorships (1-2-3 Y)	3
WP 7 – P.O.S. / PROMOTION IN RETAILERS' PUBBLICATION Advertising areas on POS multipation (weeks)	36
Advertising space on POS publication (weeks) WP 7 – P.O.S. / TASTING DAYS	30
POS	739
POS days of promotion	5.173
Producers represented	90
Tasting Kit distributed	1.221.570
Promoters trained	739
Tasting corner produced	1.478
Training kit prepared & distributed	739
Promoters' training class organized	18
Report on POS activities and adv (1-2-3 Y)	3
Results Indicator(s)	Target
WP 6 - Events / OTHER EVENTS (Operator Incoming)	
Indirect contact	15.000
Operators directly informed	300
Total impressions/exposures	18.000
WP 6 - Events / SEMINARS	
Indirect contact	32.400
Operators directly informed	216
Total impressions/exposures	4.320
WP 6 - Events / SPONSORSHIP OF EVENTS	
Indirect contact	86.400
Total impressions/exposures	432.000
Visitors at attending the events	160.000
Visitors at the info point (direct contact)	28.800

WP 6 - Events / STANDS AT TRADE FAIRS	
Indirect contact	192.960
Total impressions/exposures	1.056.900
Visitors at attending the fair events	1.118.000
Visitors at the stand (direct contact)	49.020
WP 6 - Events / WORKSHOPS	
Indirect contact	194.400
Operators directly informed	1.296
Total impressions/exposures	25.920
WP 7 – P.O.S. / PROMOTION IN RETAILERS' PUBBLICATION	
Total impressions/exposures	1.080.000
WP 7 – P.O.S. / TASTING DAYS	
Indirect contact	436.275
Total impressions/exposures	8.981.070
Visitors at attending the POS	1.108.500
Visitors at the Tasting Corners (direct contact)	174.510
Impact Indicator(s)	Target
Increase of Consumer consumption share: increase of % of "weekly/daily	weekly/daily organic consumers
consumers" of Products with European organic logo by decreasing % of	47% (+ 18.3%)
"none or rare/monthly consumers".	98.5 Millions (+8,5)

Objective Number	3		
Objective	EU quality schemes recognition		
	increase (evaluated yearly)		
Output Indicator(s)	Target		
WP 2 – Public relations / CONTINUOUS PR ACTIVITIES (PR			
OFFICE)	100		
Press Releases	108		
Report on press events and continuous PR activities (1-2-3 Y)	3		
Media reports	9		
WP 2 – Public relations / PRESS EVENTS			
Press events	9		
Tasting Kits distributed	225		
Media kits distributed	225		
WP 3 – Website, social media - SOCIAL MEDIA			
Social Media account set up (FRANCE area)	3		
Posts on social media accounts (FRANCE area)	792		
Social Media account set up (GERMANY area)	3		
Posts on social media accounts (GERMANY area)	792		
Social Media account set up (ITALY area)	3		
Posts on social media accounts (ITALY area)	792		
WP 3 – Website, social media - WEBSITE SETUP, UPDATING,			
MAINTANANCE			
Web site Section set up (FRANCE area)	2		
Updates on web site FRANCE area (news, photos, videos, agenda events,	240		
etc.)	240		
Web site Section set up (GERMANY area)	2		
Updates on web site GERMANY area (news, photos, videos, agenda events,	240		
etc.)	240		
Web site Section set up (ITALY area)	4		
Updates on web site ITALY area (news, photos, videos, agenda events, etc.)	480		
Internet service provider fee (FRANCE area)	2		
Internet service provider fee (GERMANY area)	2		
Internet service provider fee (ITALY area)	2		
Report on website and social media activities (1-2-3 Y)	3		

WP 4 - Advertising	
Advertising space on print media	9
Report on adv (1-2-3 Y)	3
WP 5 – Communication tools / PROMOTIONAL VIDEOS	3
Promotional videos	23
WP 5 – Communication tools / PUBBLICATIONS, MEDIA KITS,	23
PROMOTIONAL MERCHANDISE	
Organic canvas shopping bags	7.500
Flyers	150.000
Product guides	9.000
Media kits	9.000
Mugs	9.000
Leaflet	61.500
Pens of recycled material	114.000
Roll-up	300
Communication concept and graphic	1
Report on promotional merchandise and videos (1-2-3 Y)	3
WP 6 - Events / OTHER EVENTS (Operator Incoming)	
Incoming events to Italy	6
Operators/Journalist/Blogger hosted in Italy	300
Tasting Kit distributed	300
Producers represented	180
Report on incoming missions (1-2-3 Y)	3
WP 6 - Events / SEMINARS	
Seminars	9
Operators/Journalist/Blogger recruited	216
Producers represented	90
WP 6 - Events / SPONSORSHIP OF EVENTS	
Sponsorship of events	16
Tasting Kit distributed	28.800
Producers represented	30
WP 6 - Events / STANDS AT TRADE FAIRS	
International Fair participation	14
Pavilion productions	14
Tasting Kit distributed	49.020
Producers represented	95
Report on trade fairs (1-2-3 Y)	3
WP 6 - Events / WORKSHOPS	5.4
Workshops	54
Operators/Journalist/Blogger recruited	1.296
Tasting Kit distributed	1.296
Producers represented	90
report on seminars, workshop and sponsorships (1-2-3 Y) WP 7 – P.O.S. / PROMOTION IN RETAILERS' PUBBLICATION	3
Advertising space on POS publication (weeks)	36
WP 7 – P.O.S. / TASTING DAYS	30
POS	739
POS days of promotion	5.173
Producers represented	90
Tasting Kit distributed	1.221.570
Promoters trained	739
Tasting corner produced	1.478
Training kit prepared & distributed	739
Promoters' training class organized	18
Report on POS activities and adv (1-2-3 Y)	3
WP 8 - Evaluation of Result	
Awareness report	9
Market share report	9
Time of Since Teport	1

Consumer surveys	18.000
Evaluation report (1-2-3 Y)	3
Results Indicator(s)	Target
WP 2 – Public relations / PRESS EVENTS	9
Direct contacts (journalist/blogger reached)	175
Indirect contacts (estimated n. of readers)	294.000
Total contacts	294.175
Total impressions/exposures	588.350
Unpaid articles	63
WP 3 – Website, social media - SOCIAL MEDIA	
Followers	10.500
Total impressions/exposures	157.500
Unique visitors	52.500
WP 3 – Website, social media - WEBSITE SETUP, UPDATING,	
MAINTANANCE	
Total impressions/exposures	87.500
Visitors	35.000
WP 4 - Advertising	
Total impressions/exposures	270.000
WP 5 – Communication tools / PROMOTIONAL VIDEOS	
Followers/likes (promo videos)	16.875
Total Visualization (promo videos)	67.500
WP 5 – Communication tools / PUBBLICATIONS, MEDIA KITS,	07.300
PROMOTIONAL MERCHANDISE	
Total impressions/exposures (promo material)	1.080.900
Informed direct contact	360.300
WP 6 - Events / OTHER EVENTS (Operator Incoming)	300.300
Indirect contact	15.000
Operators directly informed	300
Total impressions/exposures	18.000
WP 6 - Events / SEMINARS	18.000
Indirect contact	32.400
Operators directly informed	216
Total impressions/exposures	4.320
WP 6 - Events / SPONSORSHIP OF EVENTS	4.320
Indirect contact	96 400
	86.400 432.000
Total impressions/exposures Visitors at attending the grants	
Visitors at attending the events	160.000
Visitors at the info point (direct contact)	28.800
WP 6 - Events / STANDS AT TRADE FAIRS	102.000
Indirect contact	192.960
Total impressions/exposures	1.056.900
Visitors at attending the fair events	1.118.000
Visitors at the stand (direct contact)	49.020
WP 6 - Events / WORKSHOPS	104.400
Indirect contact	194.400
Operators directly informed	1.296
Total impressions/exposures	25.920
WP 7 – P.O.S. / PROMOTION IN RETAILERS' PUBBLICATION	1,000,000
Total impressions/exposures	1.080.000
WP 7 – P.O.S. / TASTING DAYS	
Indirect contact	436.275
Total impressions/exposures	8.981.070
Visitors at attending the POS	1.108.500
Visitors at the Tasting Corners (direct contact)	174.510
WP 8 - Evaluation of Result	
Consumers tests answers	80.000
Impact Indicator(s)	Target

Awareness: increase % of potential and actual organic products consumers who can identify EU organic logo and organic production.	34.5% (+ 6.6%)
Market share: increase \of % and value of sales of European organic quality schemed products in the three target countries in three years	75.59 Millions (+13,9)

6. Action organisation and management structure

6.1. Operational and financial capacity

All of the EOP members have already experiences in information and promotion activities and they used to organize themselves in a very performing team of organic agri-food producers. The main lenders of the project will be the members of ASSOBIO and PROBIOS and also RIGONI DI ASIAGO. All of the members of the component of the new EOP, and its future associates, are relevant both for the technical and financial development of the project. Also, Bionext is a very dynamic team who has great experiences in promotional activities. As it is clear from the above considerations, both of the proposing organizations (through the activities of their members) move a great volume of business in the field of promotion and management of organic farming, adequately representative of both their origin countries. As reported before, EUROPEAN ORGANIC PARTNERS S.C.R.L. and Bionext are composed by the most representative Italian and Dutch organic producers' associations.

EOP and Bionext's associates are going to be the main financers of the project. They ensure the full implementation of the action plan and they support EOP and Bionext staff in order to guarantee the required technical and financial capabilities/skills. Through the management of numerous European and National financed projects, EOP - through its associates and their organizations - and Bionext have acquired experience as project managers and they ensure necessary skills for project developing. Members are always engaged in the promotion and development of all the projects.

For the realization of the project actions, proposing organizations will use third implementing bodies¹³, which will be subsequently selected after the approval of the project. To provide more guarantees on the proper execution of the actions provided in the program¹⁴, proposing organizations will provide an implementing body, with the aim to implement the start of the project and to create a management system to ensure a continuous process of monitoring and assessment of planned initiatives. Therefore, the above considerations written about show the strength of financial capabilities of both of the proposing organization in a clear way.

The result of **financial viability** self-check is of the applicants:

EUROPEAN ORGANIC PARTNERS S.C.R.L.: as a new consortium, founded in 2017, it is not yet possible to have a balance sheet. In EOP participant portal page has been uploaded its Business Plan, in order to guarantee the maximum financial solidity of this partner. EOP will count on the liquidity of its members, which will be guaranteed by a specific financing compromise for the activity which will signed between the members and the association

Bionext: Good level (2.1 score)

¹³ The Institute's declaration of credit proposing body responsible for coordinating the program at this stage ensures the full financing of the project.

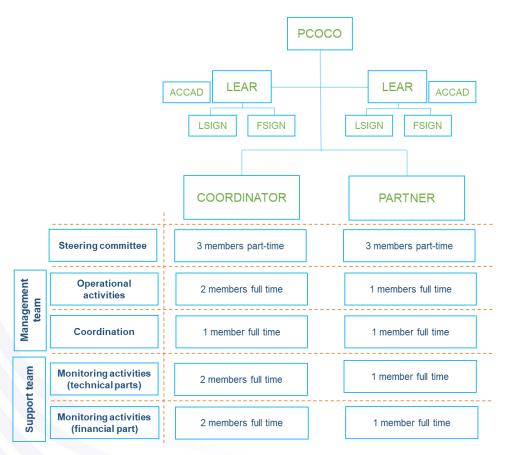
¹⁴ In accordance with national and European regulations about the use of internal and European public founds

Business plan and Balance sheet for both of the organizations have been uploaded in their own participant portal page.

The **financing** scheme for the campaign will be:

- Own funds by the proposing organizations. By the beginning of each activity year, co-beneficiaries will transfer their contribution to the common bank account:
- Pre-financing: Co-beneficiaries will request from Chafea the 20% pre-financing advance payment.
- Loan: A credit line will cover the remaining needs of liquidity until the beneficiaries receive the subsidy payment from Chafea.

The project will be guided with an expert team who have past experiences in promotion and information project. The following subjects will receive support by all the member of EUROPEAN ORGANIC PARTNERS S.C.R.L. and Bionext. In the flow-chart below it has been reported the project management structure: it is important to underline that the PCOCO will stay always in contact with the organization figures as LEAR and he will inform and communicate with the organizations in a regular and stable way.



In order to ensure an efficient and successful implementation of the program, the campaign will be managed by a team with experience in this type of activities. The team will report to a Steering Committee and will receive support from members of the applicant associations.

Steering Committee

The Steering Committee is composed by 3 members of each organizations and it will take strategic decision s in the name of the applicant organizations. The committee will report its activities to Management and Support Team. Coordinators of Management team are part of it; the coordinator of the

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organization coordinator will guide the committee and it overviews the work of the project's staff and the implmeneting agency.

Management Team

A team with experience in promotional and information activities will manage the campaign. Team will report to both beneficiaries and it will receive support from applicants' members.

Management team will directly implement coordination activities of the programme and it will coordinate the other activities with the implementing agency. The team will be composed by one coordinator from each of the organizations, 2 members from coordinator organization and 1 partner's member with high technical experiences in developing and implementing promotional activities. Management team members will guarantee the maximum high technical and operational capabilities.

All of management team' members are appointed on the basis of their excellent curricula (experiences, technical, linguistic and organizational capabilities). They have experience in international promotion, operational planning and execution, marketing and finance.

In the team will be appointed the following roles:

- **General manager** he will be responsible for the planning, the supervision of the operations and for reporting to the Steering Committee (part-time dedication); he ovierviews the work of project's staff and the implementing agency;
- **Project manager** he will be responsible for coordainting and implementing all of the activities of the campaign, in relation with executing agencies and selected subcontractors; he will monitor the reporting to Chafea;
- **Project Analysts** in order to support the Project Manager in coordinating and implementing activities and in preparing the reporting to Chafea; they will have experiences in international and European marketing, financial issues and technical capabilities in international promotion, finance and administration.

Support Team

The support team is composed by 6 members who will help control the activities and provide administrative and financial supports. It is composed by experts on technical parts and experts in financial, administrative and economical issues.

Project management will be also guaranteed through a cloud/sharing-IT system in order to share communications, files, documents.

In order to make the most efficient as possible proposal development, proposing organizations will define an **internal guideline**, addressed to them and to other stakeholders, in order to inform and define the **best procedures for developing activities, monitoring and reporting it**. Guideline describes also how to maintain institutions working relationship in order to guarantee a strong **communication flow**. This particular guide-line will be developed take into consideration the past EOP members and Bionext experiences.

The **control mechanisms** will consist of a close follow up of every activity, with a set of pre-defined **Key Performance Indicators** (number of impacts, number of tastings, articles published, number of visitors to events, level of trial and awareness...), **auditing services** for each activity, and **regular online meetings** with subcontractors and implementing body (in activities that are not directly implemented by the applicants).

- Periodic Auditing during the development of the project. For example:

- o PR activities results will be audited by a press clipping service. PR events will be audited by pictures, documentation and reports from the implementing body and the applicants.
- o Digital activities: by digital reporting tools (e.g. Google Analytic and Hootsuite).
- o Online advertising will be audited via digital reach reports from each media and snapshots of their content.
- Events will be audited by pictures, documentation and reports from the implementing body and the applicants.
- o Communication tools will be audited with a physical copy of each piece produced.
- o Point of sales activity will be audited with pictures, reports and random visits from the applicants.
- KPI indicators defined in the previous sections (e.g. number of impacts, number of tastings, articles published, number of visitors to events, level of trial and awareness...);

In the large share of activities that will be directly implemented by the applicants, it will not be necessary to define **correction measures** for the implementation agency in those areas, only with the subcontractors (as previously mentioned: applying penalties or even changing subcontractors).

Regarding the activities carried out by the implementation body, the prevention measures will be the penalty clauses in case the agency does not perform appropriately.

6.2. Implementing bodies

In order to ensure effective implementation of actions and to define the strategy and content of the program, entirely or in part, proposing Organizations will select one or more Implementing body through a competitive procedure suitable to guarantee compatibility with the principle of non-discrimination, best value – price relation and absence of the conflict of interests.

Proposing organizations will proceed with the selection of the implementing before the signing of the contract. Before the third month after the signing of the Grant Agreement, proposing organizations will communicate the name and the main characteristics of the selected implementing bodies for managing and developing the project and:

- A summary description of the implementing bodies;
- A report for justifying the selection of it/them;
- A declaration that the implementing bodies have all the required technical capabilities;
- Credit Institute declaration that certifies that implementing bodies have also financial capabilities;
- A declaration that certifies that proposing organizations and implementing bodies are independent.

In particular, there will be an open tender procedure that respects the principles of cross-border interest, transparency, publicity, impartiality, equal treatment of candidates, and the following conditions:

- the call for tenders will be issued and forwarded to the Office of the European Union via electronic means and publiced throught "Official Journal of the European Unione";
- the call for tender will also be adequately publicized by the means of information with national circulation mentioned in the paragraph 2.1.2 of the Communication of the European Commission (2006/C 179/02), based on an evaluation of the importance of the contract for the relevant market, of the subject of the call, of its amount as well as of the usual practices in the sector concerned;
- the call for tender will provide a sufficient period of time for the receipt of tenders, in any case not less than 15 days.

In the tender notice, the eligibility requirements of the implementing bodies as well as the economic, financial and technical capacity requirements of the body, in compliance with the call indications will be provided (2018/C 9/10) for multiple programs, 12 January 2018.

The object of the contract will be identified in the tender documents providing a description of the needs and illustrating the characteristics required for the services to be procured.

Proposing organizations provide award criteria in the tender documents, different from those of eligibility and economic, financial and technical capacity relevant to nature, the object and characteristics of the contract, in order to guarantee the best quality / price ratio.

The tender documents will indicate the relative weighting attributed to each criterion, providing a range in which the difference between the minimum and the maximum must be adequate. For each chosen evaluation criterion, sub-criteria and sub-weight or sub-scores may be provided, where necessary.

In order to ensure an objective and non-discriminatory evaluation of offers that can avoid any conflict of interests, the evaluation of the offers will be delegated to a specific evaluation commission. The nomination of the commissioners and the establishment of the commission will take place after the deadline set for the submission of tenders.

The commission will base its choice on the "best quality-price ratio", counting in also the quality of the service proposed, for the purpose quality / price ratio, the price will be an essential aspect (together with quality criteria, such as technical quality, etc.), even if it's not needed to automatically choose the offer with the lowest price. To have a good analysis of the quality-price ratio, the criteria defining "quality" will be clearly defined and consistent with the purposes of the performance of the action to be subcontracted. The commission will also take all necessary measures to prevent situations where the impartial implementation and the object of the program are compromised by the reasons related to economic interests, political or national affinities, family or affective ties or any other commonality of interests ("conflict of interest").

Regarding the definition of the criteria defining "quality" and "conflicts of interest" the Commission will take due account of the explanations provided in the Model Grant Agreement commented H2020 V5.0-03-07-2018 respectively on the page 139-140 and pages 271-272.

The work of the commission will be duly recorded with indication, among other things, of the motivations in support of the evaluations made.

Adequate publicity of the successful award of the contract will be ensured, also through formal communication to non-contracting competitors, formally communicating to the excluded tenderers the reasons for the exclusion.

The proposing organizations keep all the documents related to the program including the reasons that determine the choice of the implementing body/bodies as well as any proof proving the communication to all the participants.

For what is not expressly provided for in this decree, provisions contained in the Regulations (UE) 1144/2014, (UE) 1829/2015 e (UE) 1831/2015 and indications provided by the Guidelines for the tender procedure referred to the note of the European Commission will be applied.

Chrono-programme of the selection of implementing bodies

Activities	-31 days D-day	-15days D-day	-14days D-day	- 12/11da ys D-day	-10days D-day	D-day	+1+90 days D- day	+3M D-day
Public call for proposal								
Offers - receiving period								
Appointment of evaluation commission								

Evaluation proposals				
Ranking publication				
GRANT AGREEMENT SIGNATURE				
Implementing body agreement signature				
Activities starting date				

7. Additional information

Project time-table

Hereafter, a project time-table is reported. For the specific "activities time-table", please refer to paragraph 4.5. When-Time bound criteria.

April 2018	Proposal submission
October 2018	Proposals ranking
November 2018	Grant agreement signature
	Consortium agreement signature
	Bank fulfilments: Bank guarantee + Bank advance request
December	Notice of competition selection Implementing body
	Evaluation and selection Implementing Body
	Preparation of supplier contracts
	Promotional clearance request
January 2019	Start for the activities
-	Subscriptions contract suppliers activities quarter 1
March 2019	End of the 1st quarter / Internal report
	Subscriptions contract suppliers activities quarter 2
June 2019	End of the 2st quarter / Internal report
	Subscriptions contract suppliers activities quarter 3
September 2019	End of the 3st quarter / Internal report
- 	Subscriptions contract suppliers activities quarter 4
December 2019	End of the 4st quarter / Internal report
	Annual report (Chafea)

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8. Detailed budget

Headings	Years	A. Direct personnel costs	B. Direct cost of subcontracting	C. Other direct costs	TOTAL				
. Project coordination									
Personnel cost of the proposing organisation(s)									
	Year 1	65 218.18			65 218.18				
	Year 2	63 796.36			63 796.36				
	Year 3	65 280.00			65 280.00				
Other costs of project coo	ordination								
	Year 1			12 180.00	12 180.00				
	Year 2			8 120.00	8 120.00				
	Year 3			8 120.00	8 120.00				
TOTAL		194 294.54	0.00	28 420.00	222 714.54				
2. Public relations									
Continuous PR activities (PR office)								
	Year 1	556.36	9 556.36		10 112.72				
	Year 2	556.36	9 556.36		10 112.72				
	Year 3	556.36	9 556.36		10 112.72				
Press events									
	Year 1	927.27	15 865.45		16 792.72				
	Year 2	927.27	15 865.45		16 792.72				
	Year 3	927.27	15 865.45		16 792.72				
TOTAL		4 450.89	76 265.43	0.00	80 716.32				

Headings	Years	A. Direct personnel costs	B. Direct cost of subcontracting	C. Other direct costs	TOTAL
. Website, social media		'	,		
Website setup, updating,	maintenance				
	Year 1	1 669.09	29 145.45		30 814.54
	Year 2	1 669.09	28 983.64		30 652.73
	Year 3	1 669.09	28 983.64		30 652.73
Social media (Accounts se	tup, regular po	sting)	·		
	Year 1	2 596.36	45 193.91		47 790.27
	Year 2	2 596.36	45 069.09		47 665.45
	Year 3	2 596.36	45 069.09		47 665.45
Other (mobile apps, e-lea	rning platforms	, webinars, etc.)			
	Year 1				0.00
	Year 2				0.00
	Year 3				0.00
TOTAL		12 796.35	222 444.82	0.00	235 241.17
. Advertising					
Print					
Filic	Year 1	1 174.55	21 112,73	I	22 287.28
	Year 1 Year 2	1 174.55	21 112.73		22 287.28
	Year 2 Year 3	1 174.55	21 112.73		22 287.28
TV	Teal 3	1174.55	21 112.75		22 207.20
IV					
	Year 1 Year 2				0.00
	Year 2 Year 3				0.00
	Year 3				0.00
Radio					
	Year 1				0.00
	Year 2				0.00
	Year 3				0.00
Online					
	Year 1				0.00
	Year 2				0.00
	Year 3				0.00
Outdoor, cinema					
	Year 1				0.00
	Year 2				0.00
	Year 3				0.00
TOTAL		3 523.65	63 338.19	0.00	66 861.84
. Communication tools					
Publications, media kits, p	promotional me	rchandise			
	Year 1	5 192.73	90 260.00		95 452.73
	Year 2	5 192.73	90 260.00		95 452.73
	Year 3	5 192.73	90 260.00		95 452.73
Promotional videos					
	Year 1	2 534.55	44 349.09		46 883.64
	Year 2	2 534.55	44 349.09		46 883.64
	Year 3	2 534.55	44 349.09		46 883.64
TOTAL		23 181.84	403 827.27	0.00	427 009.11

Headings	Years	A. Direct personnel costs	B. Direct cost of subcontracting	C. Other direct costs	TOTAL
. Events					
Stands at trade fairs					
	Year 1	36 596.36	637 675.05		674 271.4
	Year 2	33 814.55	591 164.46		624 979.0
	Year 3	36 596.36	638 785.05		675 381.4
Seminars, workshops, B2E	3 meetings, tra	inings for trade/cooks, a	ctivities in schools		
	Year 1	12 054.55	206 105.45		218 160.0
	Year 2	12 054.55	206 105.45		218 160.0
	Year 3	12 054.55	206 105.45		218 160.0
Restaurant weeks					
	Year 1				0.0
	Year 2				0.0
	Year 3				0.0
Sponsorship of events					
	Year 1	3 400.00	58 152.73		61 552.7
	Year 2	4 327.27	74 038.18		78 365.4
	Year 3	3 400.00	58 152.73		61 552.7
Study trips to Europe					
· · · · ·	Year 1				0.0
	Year 2				0.0
	Year 3				0.0
Other events					
	Year 1	8 283.64	147 603.64		155 887.2
	Year 2	8 283.64	147 603.64		155 887.2
	Year 3	8 283.64	147 603.64		155 887.2
TOTAL		179 149.11	3 119 095.47	0.00	3 298 244.5
7. Point-of-sale (POS) pro	omotion				
Tasting days	V1	E7 043 64	000 040 73		1.050.106.3
	Year 1 Year 2	57 243.64	992 942.73		1 050 186.3
		56 069.09	971 767.50		1 027 836.3
a.l	Year 3	57 243.64	992 942.73		1 050 186.3
Other: promotion in retaile				promotion in canteens	
	Year 1	5 192.73	94 760.00		99 952.7
	Year 2	5 192.73	94 760.00		99 952.7
TAT.1	Year 3	5 192.73	94 760.00	2.22	99 952.7
TOTAL		186 134.56	3 241 932.96	0.00	3 428 067.5
B. Other activities					
Other activities					
	Year 1				0.0
	Year 2				0.0
	Year 3				0.0
TOTAL		0.00	0.00	0.00	0.0
). Evaluation of results					
Evaluation of results					
	Year 1	3 461.82	60 152.73		63 614.5
	Year 2	3 461.82	60 152.73		63 614.5
	Year 3	3 461.82	60 152.73		63 614.5
		10 385.46	180 458.19	0.00	190 843.6

Headings	Years	A. Direct personnel costs	B. Direct cost of subcontracting	C. Other direct costs	TOTAL			
Other eligible costs of PC)							
Other eligible costs of PO	Other eligible costs of PO (audit certificates, guarantee for prefinancing, non recoverable VAT)							
	Year 1			35 000.00	35 000.00			
	Year 2			5 000.00	5 000.00			
	Year 3			5 000.00	5 000.00			
T0TAL		0.00	0.00	45 000.00	45 000.00			
Total all headings	Year 1	206 101.83	2 452 875.32	47 180.00	2 706 157.15			
Total all headings	Year 2	201 650.92	2 400 788.32	13 120.00	2 615 559.24			
Total all headings	Year 3	206 163.65	2 453 698.69	13 120.00	2 672 982.34			
SUBT()TAL		613 916.40	7 307 362.33	73 420.00	7 994 698.73			
Indirect costs of POs (max. 4 % of direct personnel costs of POs)		24 556.66						
GRAND TOTAL		638 473.06	7 307 362.33	73 420.00	8 019 255.39			